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# The REPORTER

with Postage and the Mailbag

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IDEAS

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THE ORIGINAL MAGAZINE OF DIRECT MAIL

December, 1938



We accomplish things for you as well as for ourselves. From the time of our founding 36 years ago, we have enlarged our establishment 35 times its original size to give you Chicago's largest and most complete photo-engraving plant.

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C. S. Boothby (talking to superintendent and foremen). "Boys, there never has been and never will be any substitute for **quality**. Therefore, you must **always** keep our product the best."

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CHICAGO'S LARGEST PHOTO-ENGRAVING PLANT

## REPORTORIAL:

"ACKNOWLEDGE EVERY ORDER PROMPTLY"—  
"Thank every customer for his check"—  
"Answer every inquiry on day of receipt."  
Those are some of the holy rules of business and direct mail *your reporter* learned way back when. The shoemakers children! At the end of this year of effort . . . when it is proper to analyze faults and failures and to plan reforms . . . we may as well make a mass apology and a mass thank you to the hundreds who have sent us subscriptions, checks, and letters which were not acknowledged "promptly." Our only excuses . . . not enough minutes in the day—not enough hands; too many irons in the fire.

Our New Year Resolutions are being made early. Sometime in January *your reporter* will move into headquarters located in the Rockefeller Center section. There . . . we hope to welcome many visitors from far and near. Details and address in January issue. *Your reporter* will devote his entire time to reporting . . . and will try to follow all the rules.

The Direct Mail Advertising Association very wisely will confine future activities to its own members . . . with bulletin, packet, library and research services *definitely exclusive*. Exhibits, except for the educational *Fifty Leaders*, will be discontinued. Following the meeting of members on December 9th—five new board members stepped in to handle the concentrated service program—Richard Messner and Nathaniel Barnes, New York City; J. B. Howard, Hartford; Bacon Brodie, Toronto; Arthur Theiss, Cincinnati. *Your reporter* willingly pledges to support their fine program . . . and *also willingly* relinquishes his promotional managership . . . thankful for the experience and contacts of fifty regional and national conferences and exhibits. We've been promised a full D.M.A.A. report in January . . . with an advance story on the 22nd annual convention, tentatively scheduled for the first week in October . . . in New York.

This final issue of 1938 seems to have a little bit of everything in it. . . . I hope you enjoy the boiled down summaries of the talks by Adelaide Berry and L. L. Shoemaker as much as *your reporter* enjoyed the boiling down process. The report by John Sweet is, of itself, a masterful job of summarizing. Read it carefully. There should be plenty of New Year Resolutions in those pages for all of you. The rest of this December *Reporter* . . . just briefed ideas . . . as many as we have room to print. Dig them out, yourself.

## THE REPORTER WITH POSTAGE AND THE MAILBAG

Edited by Henry Hoke, assisted by associate reporters all over the world

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Sam Slick calls my attention to the fact that the copy in the item on page seven November issue titled "Headline Casting" was originally included in a thirteen piece campaign issued by the Oxford Paper Company . . . to help producers. Sam oughta know. He wrote the copy.

Incidentally, Sam Slick insists that we should keep hammering away on the "basic; penetrating, important subject of direct mail *patents*." He writes:

"Stunt and novelty are important—but after they get attention, direct mail still has to do a selling job. Too much reliance on novelty, on magic or on a '*patented* idea' is bad for direct mail for most users and most propositions. So apart from the legal position which is sound, you are on solid ground in every way."

Em Jacoby, New York Advertising Counselor, suggests a virgin field for direct mail . . . in politics. Reports on a campaign to run from January to October in "atmosphere clear of charges and countercharges" to create a *State of Mind* for November

balloting. Em suggests also that all direct mail people should read "Behind the Ballots" by Postmaster General Jim Farley. When Jim Farley first ran for town clerk, he wrote letters to every voter in town; he is still writing letters. The letter writing of 1936 campaign eclipsed anything of its kind ever known in politics. He writes to 150,000 Democrats at least once every campaign and a *thank you* follows the balloting. He has an intimate list of 2000 political seers with whom he corresponds constantly. He personally signs his letters in green ink to get special attention. Going strong, he can sign 2000 letters in an hour.

No matter what your politics . . . or your business . . . perhaps you can profit by the formula of Jim Farley . . . confirmed in a condensed fashion by Adelaide Berry in this issue. Perhaps a more intimate, personal application of letters will build a healthy *State of Mind* for your business in 1939. Good luck . . . and thanks again to all of you for the encouragement you have given to *your reporter*.  
Henry Hoke





## ONE COLOR HOUSE MAGAZINES

LAST MONTH we mentioned that we admired the work of some of the house magazine editors who are doing a good job with pictorially powerful covers in one color . . . and we promised to reproduce some of them in this issue. Here they are. Just a few of the many we receive. This is not intended as an argument against the use of color. These examples simply show what can be done. Budgets are now in the making . . .

for this man-made division of time which we call a new year. House magazines represent one of the strongest links in the chain of direct mail contact. Too often they are the first victims of false economies originated by directors who view with alarm the expensive appearance. Rather than elimination . . . your reporter suggests production economies. And there can be good showmanship and salesmanship . . . in economy.



## DIRECT SELLING CLINIC

JOHN H. SWEET

*Your reporter presents a valuable summary of the facts and figures uncovered at the Direct Selling Clinic in Chicago (September 29, 1938). John Sweet, Vice President of Poors Publishing Company was Chairman of that important meeting. He has checked this summary with all of the men who participated. Direct Selling, although a field of its own, sets the pace for all direct mail. We make no attempt to dress-up this report with pictures or typography. It is just plain mental meat. The established facts should guide you in planning your 1939 selling.*

### INTRODUCTION

TRUE to the direct selling tradition of testing, all of the *doctors* at our clinic met at noon and outlined the afternoon program to a group of about forty mail sellers who had gathered for Leonard Raymond's luncheon. So you see our afternoon campaign was genuinely *pre-tested* before it was released to the main meeting. We even rehearsed some of the questions that were to be shot at the speakers from the floor.

And those speakers were eight of the most able men in the various branches of mail order selling—men who not only know a lot, but who also were willing and glad to share their experiences. Here are some of the subjects covered: Testing; What Tests Have Shown; Turning Inquiries Into Sales; Cash Versus Credit Selling; and The Effect of the Wheeler-Lea Act on Mail Order Copy.

#### A BRIEF REPORT ON WHAT EACH SPEAKER SAID:

**Anthony R. Gould, Circulation Manager, United States News, Washington, D. C.:** "Beware the Pitfalls of Inadequate Testing!"

According to Mr. Gould, too many of us are apt to take the results of a few of our own or someone else's tests, decide that we have discovered a basic principle of mail order selling, and blindly apply that principle on future mailings. He said that they had found that some of these "basic principles" are at least 20% less efficient than other no more expensive or complicated principles.

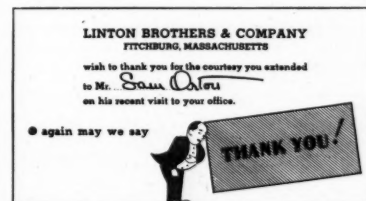
As a parallel to this tendency among mail order men to fall into faulty habits and generalizations, he told of a study of certain manual operations in factories. When questioned as to why they were doing certain things in a certain way, even piece workers reported that "based on experience," their methods were most effective. Nevertheless, changes which were made after impartial observation and study, resulted in production increases ranging up to 50%.

Through his own impartial observation and study, Mr. Gould feels that: first, a lot of accepted rules are based on the kind of experience that is inaccurate; and second, an



### A GOOD THANK YOU!

USED BY LINTON BROTHERS AND COMPANY, Fitchburg, Massachusetts. Front cover has the block showing "Thank You" die cut. The inside looks like this:



It is filled-in with ink by representative making call . . . and is mailed in plain white envelope, hand addressed. Makes a good impression. There are too few *Thank You's* in business.

### GOOD SLOGAN FOR ENVELOPES

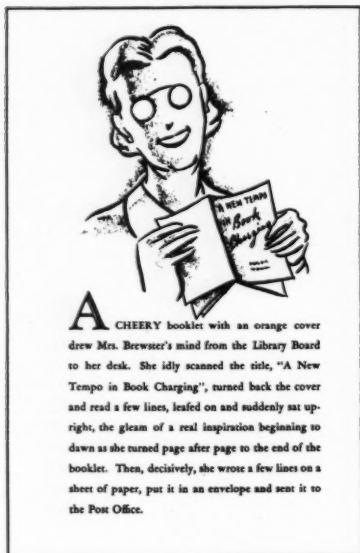
AT THE LEFT-HAND, lower corner of envelopes used by Corlies, Macy & Company, 441 Pearl Street, New York City, to mail their 4"x5½" house magazine "Common Sense" appears this two line demand

### THIS IS FOR THE MAN WHO BUYS THE PRINTING AND NO ONE ELSE

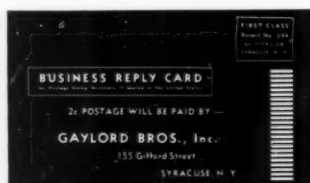
Addressograph plates do not bear individual name. Although idea is clever and could be adapted easily in other fields, *your reporter* thinks it would be better to find the name of the printing buyer—and to address the envelopes to that individual.

## WHY DIDN'T SOMEONE THINK OF THIS BEFORE?

GAYLORD BROS. INC., Library Furniture and Supplies, Syracuse, New York, recently mailed a clever 6"x9 1/4" booklet entitled "Mrs. Brewster's Inspiration" . . . done in that big-type, blue-crayon-carton style made famous by someone some while back.



The booklet tells the story of the Gaylord Automatic Charging Machine for Libraries. But the thing that caught this reporter's eye was the return card enclosed with it. Instead of the insidiously-stereotyped Business Reply Card . . . a reverse plate of the doggone form, printed in solid dark blue. Looks different, doesn't it?



We suppose the Post Office will not object . . . as its purpose and class is even more obvious.

## PRIZE CONTEST

HAVE YOU sent in your entry to the \$25.00 Prize Contest announced in the November issue of *The Reporter*? If not, dig out your last copy of *The Reporter*, refer to page 10, and send in your entry today. Contest closes January 1, 1939. Kenneth Goode, Hig and Sam Slick are to be the judges.

accurate test is difficult to make. For practical purposes, he said, you may reasonably expect an error in your test equal to the square root of the number of responses you get. If you receive 25 orders, a repetition of that test may bring either 20 or 30.

Applying this principle further, if one letter pulls 250 orders and another letter 234, the 250 letter may not be the better one in the long run. Also, according to the theory of error, the "square root" rule applies to only 66 2/3 % of all cases and in the remaining 33 1/3 % of the cases the percentage of error may be much greater. In other words, if you set up a basic principle on the results of a single test, the chances are just about one out of three that you are dead wrong.

**Conclusion:** It is well worth while to test and retest basic factors until there can be no question as to their accuracy. Don't handicap your work by jumping to conclusions that are wrong—wrong because an inadequate or inaccurate experience has been accepted as indicating a basic principle. There are enough pitfalls in copy, appeal, timing, offer and lists without putting the additional hurdle of preconceived ideas in your own way.

## George Dugdale, President, Delane Brown, Inc., Towson, Maryland: "How Big Should a Test Be and Why the Variance Between Tests and Mailings?"

Mr. Dugdale, while he did not advocate the elimination of testing as a basic part of direct mail procedure, questioned the degree of confidence placed in tests as accurate predictions of returns on larger mailings. Here for example are the results of an identical mailing of 24,000 pieces, differing only in key number:

Number Mailed	Percent Return
915	1.0%
915	1.04%
3812	.86%
3928	.97%
6690	1.16%

A spread of 35% between the highest and lowest returns!

He pointed out some of the ways that inaccuracies get into the figures which we complacently regard as reliable: (1) orders are counted and credited at the mail opening desk, although some of these orders are never, for various reasons, passed by the order department. (2) tests are too small to give accurate figures—one party recently used 1000 Delane Brown names to test 250 of each of four different presentations. (3) some mailers stop recording results of a test or mailing before the final figures are in—stragglers sometimes make the difference between a flop and a success. (4) some mailers adopt questionable methods of allocating "no-key" business to some key number.

Keeping a record of the number of orders received is not a final test of the value of a list or offer: results should be judged by the number of "phoneys" received, and also by (1) volume of merchandise returned for credit, (2) eventual bad credit experience, (3) value of the customers from a repeat standpoint, (4) responsiveness to other appeals.

In analyzing the reasons for variations between the returns from tests and the returns from continuations, he pointed out that: (1) big mailings result in a great duplication of names not found in a few scattered tests; (2) other people are making large mailings at the same time as we are—too many advertisers find that their ideal selling season corresponds with the other fellows' ideal season.

Interesting comparison of returns in 1938 with the "good old days" of 1928: in 1928 he mailed some 400,000 pieces featuring product "A" and sold .93%; followed up with 350,000 pieces featuring product "B" and sold 1.1%. In a 1938 campaign he featured both products in one letter and sold 1.16% of product "A" and 1.62% of product "B."

A show of hands from the floor indicated that more and more mass mailers are using tests of 2000 and 3000—as compared with 1000 which formerly was the standard test quantity.

## Carl Richardson, Vice President, United Business Service, Boston, Mass.: "Timing the Mailing."

Mr. Richardson's comments on this subject were especially interesting because in his field, financial publishing, testing technique as practiced by other mass mailers is frequently impossible. He pointed out that the best of copy mailed at the wrong time might well prove to be a flop; while ordinary copy, properly timed and tied in with current developments, often produces unusual results.

**Morals:** Whenever possible, tie your copy in with current developments. If your proposition doesn't lend itself to testing, one good substitute is to keep in close touch with what your prospects are thinking.

Every year, he said, brings one or two exceptional sales opportunities which if recog-

(Continued on page 19)

# A FORMULA FOR GETTING CUSTOMERS

MRS. ADELAIDE H. BERRY, Croft, Inc.

*In spite of the hurricane in New England, Adelaide Berry flew to Chicago from Springfield, Mass., and kept her date to appear on the DMAA Convention platform. Mrs. Berry gives you here, not the mechanics of her direct mail pieces . . . but the formula for obtaining the names of people she ought to approach by direct mail. A careful reading of her system should provoke ideas for many different kinds of business.*

BY PROFESSION I am a florist. My every working hour is not advertising. The facts that I bring you I have proven in the shop with which I have been associated for fifteen years. All of these facts, I believe, can be put into practical use by either retail or wholesale houses.

We have a very small shop and this is distinctly a one-man advertising job. When we started fifteen years ago, I was astounded to discover that there were thirty-nine other persons in our small town of 140,000 persons who were florists. Then, as now, any person who had a back yard from which he could pick flowers and sell them, or find his way to one of our two wholesale houses, was making even more competitors. Immediately I knew that in some way I must call to the attention of the persons that we had never served, the fact that we were in existence. The only practical answer to this was direct mail advertising.

There are seven sources from which any business, retail or wholesale, large or small, can obtain the names of new customers. The first source is the directory. The principal reason for the use of the directory is verification, or for street or apartment specials. For example, here is a little practical idea which secured customers for us. We sent a series of postcards with a notice of weekend specials to sixty families, and we called it our "Maple Apartment Special" (where they lived). We explained that many deliveries at one stop reduced the cost of delivery. The weekend specials were appreciated. Many of these people were transferred from the temporary list to our regular mailing list.

The second source is the telephone directory. In the larger cities, the yellow section of the telephone book gives you business groupings with their addresses, that are absolutely authentic.

The third source is the newspaper,—the most important and the most changing. Real estate transactions are reported daily by local realtors. For example, on Monday, the 24th of September, the offices of McGillen and Meyers report the sale of property at 49 Henderson Road from the Northampton Savings Bank to Wallace Phelps, who is being brought here by the Westinghouse Electric and Manufacturing Company from Dayton, Ohio, to take charge of the reconditioning department of the main plant. Mr. Phelps will bring his family on to join him next month. At this point a letter to Mr. Phelps welcoming him to Springfield, assuring him that you will be happy to serve him, listing the kind of service you have to offer, is always in order. We as florists, and I have no doubt that this could be rearranged to be used by any retail business, suggest that Mr. Phelps send us his anniversary date and birthday dates, so that we may remind him several days in advance in order that he will not find himself in the doghouse for having forgotten to send flowers. This is a simple approach to men and a very appealing one, for men these days are particularly busy earning a living rather than remembering those lovely little intimate gestures that women like so much. In a special file dated one month ahead the name of Mrs. Wallace Phelps, with her home

## SYMBOLIZING THE SIZZLE

WE LIKE THE WAY the Pangborn Corporation has created a symbolical character to represent the sizzle for its steak (product). Instead of preaching the merits and mechanics of their dust prevention equipment, they created the *Dust Hog* and show the havoc he creates.



A. L. Gardner, Advertising Manager, tells your reporter that this is the third in the series of mailings which have been released to all processing industries . . . and that The *Dust Hog* has done a very fine symbolic job in bringing Dust Problems before industry without damaging references to harmful hazards.



Incidentally, we also like the return card used by Mr. Gardner. Most reply cards look like an afterthought . . . or worse. The Pangborn card was printed in brown and black on yellow stock.



## THE TALKING FOLDER PATENT!

I HAVE READ WITH INTEREST your articles in the July and September issues of the "Reporter" regarding the pop-up or flop-up patents. You offer assistance to advertisers in combating this racket.

I am wondering if your samples include only pop-ups formed along the edge of the folder, or if among them there are some in which the mechanical action is effected by means of an interior diecut as on the enclosed sample.

I have been informed that while the former action is probably not protected by patent, the latter is, and would very much appreciate hearing from you as to any information you may have on the subject.

W. C. Rowe

Carter-Owens Advertising Agency, Inc.  
Commercial Nat'l Bank Bldg.  
Kansas City, Kansas



**Reporter's Answer:** Both styles of pop-ups (edge or interior) are supposedly protected by separate patents. Both use the same simple formula known to every printer. A diecut, fold-lines scored, the pop-up section pushed into reverse by hand folding.

We have samples of the edge style pop-up produced years before the patents were granted. There should be some power or department in this country to force the patentee to file a disclaimer or have patent declared void.

Concerning the so-called talking folder... it is an adaptation of the same idea, but like the pop-up, has not been settled legally. And it is hard to get samples. We understand that the U. T. A. has appointed a committee to study the whole patent situation. The printers should rise up in righteous indignation and fight the few people who have taken simple printing processes and claimed government-protected rights of their own.

As a layman, I cannot say that the patent is void or unenforceable, but I can urge you to *not* pay tribute.

address, should be placed so that it will call your attention at that time to the opening of the new home. We suggest our services to her—welcome her to our city. These are definitely new customers and they come to every city.

The social page of the paper is one of special interest. For example, a particularly smart woman's picture (a woman whom we have never served) would be shown with this caption: "Mrs. Edward J. Leeds, who was elected president of the College Club last spring, is serving as general chairman of the lecture, 'Around Again and Again.' It is to be given October 22nd in the Auditorium under the auspices of the club." A letter to Mrs. Leeds with this opening is very easy. You can call her attention to the facilities for decorations. She will be flattered to think you are interested enough to write. If this item is the first in which you have learned that she is a newly elected president, a paragraph in your letter that you would like to serve her during her entire year and adding your congratulations to the many that she will have received will be very effective. The social page will carry news of weddings too. John Jones marries Phoebe Williams in her mother's home and they will establish themselves in their new home at 93 Second Street. Here again is the beginning of a new family. If they are moving into your neighborhood a little white card saying something like this, "Now that you have moved into our neighborhood we would like to have you know that we would welcome a visit from you to our flower shop, and perhaps on your way downtown you might like to stop in and see the newest books that we have added to our circulating library." Now, more than ever, Mrs. Average Madam and her daughter are taking cruises to Havana and the Indies in summer as well as in winter. A letter to her husband at his place of business will remind him that she should have flowers to welcome her on board ship and tell her how very lonely he is going to be while she is gone. All that can come from just a little item saying, "Mrs. John Brown entertained last night at dinner for Mrs. Average Madam and her daughter who will sail next Monday from New York on the S. S. Concrete" or words to that effect. There is hardly an item on any social page but can be utilized not only to get new customers, but to get real business.

The obituary column, although not a very happy one, can mean business to you. At this point, let me warn you, that daily care should be taken to check the obituary list against your active mailing list. We found in using the obituary list that on special Sundays cemeteries have flower days. A printed card or notice, or even a personally written letter to Mrs. Brown will call her attention to the unusually lovely things that you have gathered together for her on that particular day, and if Mr. Brown is buried in that cemetery she is interested because you have remembered. This not only goes for the use of flowers at holiday time in cemeteries but we often use it in connection with Memorial Sundays in churches. There are many businesses that can suitably approach the person who has lost a loved one.

Every time a new business house opens its doors you have a potential customer. You are able to gain knowledge of who they are by a careful survey of the paper which will list the corporation officers. The list of new persons who can be added to your mailing list at every opening is an interesting one, and one not to be ignored. Every large city lists young medical students that are being entered in hospitals as internes, with information as to where they come from. Almost invariably they are newcomers to town, and the names and the new addresses of the internes who are leaving hospitals and are going to open their own offices should be put immediately upon your mailing list. Every city has its Blue Book and while some of your best trade probably won't be listed there you will be able to tell from the Blue Book just who club members are, who the persons are that live on individual streets, who's who and who they were before they were married. All of these things are of vast interest to your mailing list.

For example, the Women's Club is going to have a dance next Friday night, and a little note regarding this goes to the husbands of all the women listed. The woman may not have told him that she wanted a new fur or a new gown or some lovely orchids but the fact that you remind him is going to appeal to his interest. Every city has clubs, fraternal organizations, the Kiwanis, the Rotary, the Civic Club. The newspapers will give you the list of new officers. It is simple to obtain a booklet with the names and addresses of all the members. They are all potential customers. The annual statements that the newspapers carry of the banks, and the insurance statements, with their officers and directors are a valuable source of information to you. Notices of the convention committees, and persons who are going to attend could be put on the temporary list. The use of programs in which people have advertised is one source of customers which should not be taken lightly. For example, programs of events taking place in any large city contain certain pages devoted to smart specialty shops, good customers. Many people will be spending money for boxes in which to entertain their friends. The next page will probably list the board of directors, many of them noted persons whom perhaps you have never served. Next will be listed the persons taking part. Very seldom does one find these programs anywhere near their own mailing list. They are filled with brand new names. In every city the Chamber of Commerce sends to its members every morning a sheet on which are found many facts of interest. The real estate transactions are listed again, together with persons behind new businesses, and it will also be interesting to check the list of new customers against old ones that you really don't want. The credit list is one that should have a vast influence on your mailing list. One source of supply for new customers is cash customers. Two out of three sales that we make are to people we do not know. When they are people that we do not know we are able to learn their names and addresses. Four out of every five sales that we make are for merchandise being sent into other homes. Many times they are people whom we do not know, nor have we ever served them. Consequently, we consider our cash customers a vast supply of new opportunities. If they show no hesitation in giving their names and addresses we send them to their office the following day a letter thanking them for their business, assuring them of our desire to serve, and enclose a little card on which their dates may be listed. This invariably ties your customer to you and lets him know that he is not just a passing sale.

How trade journals can be used depends largely on the discretion of the individual company. Let me explain briefly how I use one of our papers. It's called the Florist's Telegraph Delivery News, for short, the FTD News. There are fifty-six hundred members and out of those fifty-six hundred members there are only seven who are not potential customers of our shop. The seven member florists in our own city. When we fill orders for out-of-town florists who wish flowers delivered in Springfield, I have gained a good many repeat customers in the trade by a letter explaining the delivery of when, where, what, to whom and the price.

Allow me to recapitulate. The seven sources in the order of their importance: the newspaper, cash customers, directories, programs, Blue Books, telephone books and printed reports from the Chamber of Commerce. And in your newspapers, look for births. Mothers and daddies make very good customers. Look for deaths, social items, real estate, openings, annual statements, list of newcomers, change in business executives. In programs watch for your officers, directors and advertisers and box holders (they generally have what it takes to make very nice customers), as well as the names of members listed in the programs. If all the various sources for getting customers that I have given you were proven in a floral shop, I am sure they can be made profitable for other businesses.

## PATENT CRUSADE GETTING PUBLICITY

THE NEW YORK TIMES Advertising Section of November 17th carried the following:

### Advertising News

Ever since the patent claim on personalized mailing of the Harry Latz Service was upset some months ago, the direct mail field has become embroiled in a battle between advertisers and users of direct mail on one hand and the companies, which specialize in devising unusual or trick mailing devices, on the other. Users of direct mail are becoming apparently more loathe to pay what Henry Hoke of the Direct Mail Advertising Association characterizes as "tribute" to patent holders.

It is Mr. Hoke's claim that most of the devices which are patented have been previously used in some form or other and are merely minor adaptations, for which direct mail users should not be forced to pay extra. Yesterday, he urged that the field should get together and agree that printing, die-cutting, perforating and folding are old and well-established arts and "that variations of these forms should not be protected by patents or allowed to be placed in the exclusive possession of persons who use this patent protection as a method of demanding tribute." Mr. Hoke's "crusade" has drawn down upon him the ire of many companies holding patents.

He is anxious, however, to have one final test case that might settle the problem but apparently no direct mail user is anxious to be sued for infringement. Insurance companies, he said, which use considerable direct mail and do not wish to have their reputation tarnished by suits of any kind are among the heaviest payers of tribute.

#### Appliance Quota

Incidentally, your reporter is gratified to see that the United Typothetae of America are at last taking up the fight.

Their bulletin of November 15th prints fine address given by U.T.A. Attorney John A. Bresnahan at Indianapolis Convention. We like this paragraph from his talk:

*"It is my personal opinion that the persons who file patent applications are honest in their belief that they do have a new idea. It is unfortunate that the Patent Office is unable, prior to granting a patent, to definitely establish that there has been no prior use of the device on which protection is sought. However, this is not possible. Therefore, the patentee, on finding that he has not developed something new, should be a GOOD SPORT and file a disclaimer."*

## PATENT AND TRADE MARK NOT THE SAME

I HAVE BEEN READING with a great deal of interest about the campaign that you are waging against these so-called patent folders and similar rackets of that type.

Would you look over the enclosed envelope folder, which you will notice has a patent register on it, and let us know if, in your opinion, this is a patented item or whether it falls into the category of other things of this type. It is quite simple and could be made up by any printing concern.

C. H. Colman

*The Franklin Typothetae of Cincinnati, Inc.  
Cincinnati, Ohio*

*Reporter's Answer:* This flat order form, perforated, marked for folding, gummed for sealing, is not patented. The trade mark "Wessel's Env-O-Blank" is registered in U. S. Patent Office. Don't confuse a patent with a trade mark. This particular form, or variations of it, is as old as the hills. Used by many mail order houses. There is nothing patentable about it . . . and any printer can print a similar form—but cannot use the registered trade mark in describing the product.

## A COMPLETE STRUCTURE

Truer words were never spoken than those contained in your remarks appearing on page 1 of the *October Reporter* regarding the articles by Bronson, Egner, Burke, and Randolph in which you said: "If you follow all that they tell you—you might even be able to get along without 'The Reporter,' but I hope not."

Certainly it is not our wish to attempt to get along without "The Reporter," yet the thought and ideas that this October issue contains actually provide the foundation and complete structure of successful direct mail advertising.

S. D. Palmer, *Divisional Sales Department  
Hardware Mutual Fire Insurance Company  
of Minnesota*

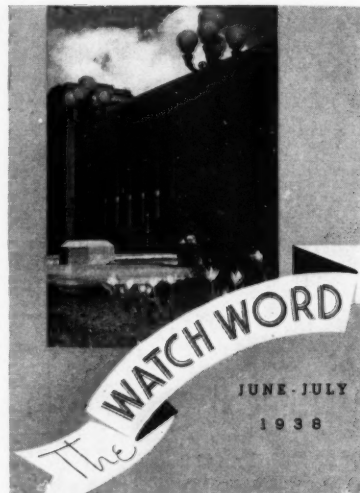
*Minneapolis, Minnesota*

## GOOD IDEA — DAMMIT!

YOUR REPORTER received a window envelope. Behind window the unmistakable colored-wavy lines of the safety paper used for checks. Even after my name—a long row of typewriter dashes . . . just like a check. Inside . . . instead of the expected . . . just the name typed on a blank slip of the safety paper . . . tucked in front of a form letter from Guy Hodges . . . that New York designer of unusual mailings. That's the way he gets attention. Not bad, but disappointing.

# THE ELGIN WATCH WORD

EXPLAINING A UNIQUE HOUSE MAGAZINE  
WHICH ACCEPTS AND GETS ADVERTISING



*Reproduction of cover of The Watch Word, house magazine of Elgin Watch Co.*

THE WATCH WORD is the monthly internal house magazine published in the interests of the employees of the Elgin National Watch Company, Elgin, Illinois. 32 pages and cover. Size 9"x12". Gordon Howard is the editor.

Subscription price of \$1.00 a year is charged. Subscriptions are voluntary. Practically all of the employees are subscribers.

Advertising of local merchants is accepted. It is practically self-supporting through the revenue derived from advertising and subscriptions.

*The Watch Word* is mailed to the homes of the employees where the entire family may read it and learn more about the company and its policies.

The objectives of the magazine are as follows:

- (1) It hopes to enlist the sympathetic understanding of employees for its policies—and their support of its programs.
- (2) It hopes to broaden the employee's knowledge of the business and to give him the talking points in his contacts with the public by use of stories of new developments, expansion projects, civic recognition, etc.
- (3) It hopes to convince him that the company is a good place to work by the stories published on safety, improvements, promotions, recreational interests, etc.
- (4) It hopes to win his loyal devotion to the job through stories and pictures of long-service employees and various benefit and pension plans.
- (5) It hopes to instill in him a pride of job by presentation describing the interesting uses and far-reaching effect of the product he helps to make.
- (6) It hopes to aid him live more comfortably by articles on hobby interests, savings plans, health articles, etc.

*The Watch Word* received premier award in contest sponsored by Industrial Editors Association of Chicago; it was selected by Northwestern University as a study model for their division of journalism and industrial management.

Too many internal house magazines are published haphazardly . . . as a side line to another job. *Elgin* seems to have found the solution. Make it self-supporting. It thereby becomes a respectable, professional and effective piece of work . . . as *The Watch Word* is.

And while we are talking about Elgin, a word of congratulations for their handling of a confidential booklet for Wholesalers' Salesmen. Cover is a picture of waves breaking on a shore. The title "Sell with the Tide." A quotation "There is a tide in the affairs of men, which, taken at the flood, leads on to fortune." *It's an Elgin tide* . . . is the tie-up.



# COMPLICATED APPLICATION OF DIRECT MAIL

L. L. SHOEMAKER

*The program committee for the last D.M.A.A. Convention wanted to obtain a man who could describe a super-complicated system of direct mail. L. L. Shoemaker, head of the Merchant Service Department, National Cash Register Company, Dayton, Ohio, was the only logical selection. Anyone who handles twenty million pieces of direct mail with 500 or more different forms . . . is worth listening to. Your reporter has attempted to summarize the highlights, even though Mr. Shoemaker worked with charts and specimens. This article should serve one useful purpose for all direct mail users—no matter if you mail millions or thousands. It should show that it pays to have your own organization thoroughly sold on your advertising and sales policy.*

OUR DIRECT MAIL PROBLEM is different . . . and complicated.

First, our problem: How to distribute 20 million pieces of direct mail advertising in one year. It is different because,—there are very few organizations that have 20 million pieces of advertising to distribute in one year. It is complicated because,—we have approximately 1500 men in our organization that handle this distribution. They have different personalities. We cannot tell them what to do because, after all, they are working for themselves. So our other problem is,—getting 1500 men direct mail conscious. This direct mail material is furnished free to our agents and salesmen. For some reason or other, the things that come free we do not have much faith in, and so it is another job to show 1500 men why it is good to use the direct mail advertising that we send out. We cannot use the word, "Must." The first time we use the word "must" they refuse to do it, because they are individualists, have had a certain amount of training, and they all have their own idiosyncracies. They think that their way is the best.

Our problem was to get each one of them to know all the material that we had on hand and how best to use it, so we used the suggestion method. We suggest where and what to use.

We have approximately 500 standard pieces of advertising on stock at all times. To the field we sent four files, two of them 3 x 5 index card size, and two of them letter size. These files are broken up by lines of business, subjects, and other information that they might need in calling on their prospects. On the large card was placed the piece itself. Each piece is carefully diagnosed to find out the problems or the subjects on which it might be used. There are approximately 1500 cards for 500 pieces of material, because many of the pieces cover two or three subjects. Education by letter, slide films and almost any method that we could think of, has been used to get our men to appreciate the use of direct mail advertising. Recently we started a small campaign in which there were approximately 47 pieces. To sell our men on the advantages of the material,—we showed not only the pieces available, but we also told them in very short copy, where and how to use them.

You may ask,—in sending out this material, how do you govern it? Each territory, merchant, count, is divided by lines of business. By that, I mean we know the number of meat markets, the number of super markets, the number of drug stores, beauty shops, shoe repair, every line of business. We know the number in every single territory. Suppose that we get a piece out on the shoe repair business. We have had instances where men have had 141 of them in their territory and have ordered 2000 circulars. We control that now through a territory merchant count divided by lines of business. We know the number of lines of business in every single territory in the United States. We control distribution from the plant in that way.

## CRITICIZING COPY!

WE WERE SITTING AROUND talking about Marjorie Kennan Rawlings book, *The Yearling* . . . praising the style of this woman who writes with short words and sentences and who makes each paragraph picture a continuous moving scene.

As an example, we read this paragraph which followed Penny's beautiful prayer over the grave of the crippled half-wit, Fodder-Wing:

*"The Forresters murmured 'Amen.' Sweat stood on their faces. They came to Penny one by one and wrung his hand. The raccoon came running and ran across the fresh-turned earth. It cried and Buck lifted it to his shoulder. The Forresters turned and trooped back to the house. They saddled Caesar and Penny mounted. He swung Jody up behind him. Jody called the fawn and it came from the bushes. Buck came from the rear of the house. He had a small wire cage in his hand. He handed it up to Jody on the horse's rump. It held Preacher, the lame red-bird."*

The whole book is like that . . . and is recommended to letter writers who are inclined to ramble.

During this discussion about the *Yearling*, your reporter stated that nearly every sales letter could be improved by giving it the *Yearling* style of eliminating useless words. We picked a current letter at random and started scratching. The results sounded smooth . . . so we typed the revision and sent it to the man who wrote and sent out the original. He didn't like it. Here are a few of the things he said in reply.

*"It's a funny thing about each one of us—we are a certain entity and when we do things we do them our way. If we don't do them our way they haven't got our flavor and anything we accomplish is done our way. Not that I am defending my letter because undoubtedly it could be briefed but as I read yours it says things in a way I don't like to say them. And, when I do that where am I? I've got to beat around the bush, perhaps, to say things my way. It doesn't make sense, but, it's my bush."*

No one likes to be criticized—least of all a letter writer. But to all such, I recommend the words of Myron Lebensburger of Kuppenheimer (page 15 November issue) "We have no moral right to decide on a basis of opinion—that which can be determined as a matter of fact." What does the ultimate recipient of a letter care about the likes, dislikes, the style or personal prejudices of the writer?

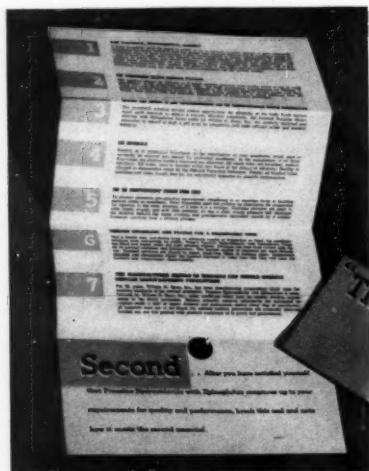
Your reporter has a lot to do and he doesn't want to bite off more than he can chew . . . but he will agree to doctor the first ten sales letters sent to him . . . with a dose of *Yearling* shortening. We'll see if one out of ten likes the revised letter better.

## HOW TO RECONCILE QUALITY AND PRICE

MANUFACTURERS are often faced with difficulty in presenting a product which features both quality and price savings.

William H. Rorer, Inc., of Philadelphia, recently had such a problem in offering a local anesthetic to the dental field. How to present a lower priced anesthetic without raising skepticism as to its performance, yet making its price advantages apparent?

To reconcile these two opposites, the following unique announcement folder was devised.



The cover establishes that a good anesthetic possesses two chief essentials. The first of these—unimpeachable quality—is then amplified at length; seven specific points of performance, manufacture, etc., are outlined.

The second essential is concealed beneath a sealed fold, to be broken only after the first part of the message has been read. Upon breaking the seal, this essential is revealed as a "price which does not penalize the careful dentist." In this manner, quality is given proper emphasis—skepticism is allayed before it has a chance to arise—price is subordinated, yet is guaranteed attention by the novel expedient of arousing reader curiosity.

## SPLIT COLOR LETTER

COMMERCIAL LETTER, INC. (no city on letter-head . . . just street address and telephone number) sent an unusual Christmas letter . . . with attractive holiday decorations and multigraphing in two colors. The left vertical portion of entire letter is in red. The right section in green. We don't know how it was done. Either a split-inked ribbon or letter was run through in halves twice. If we find the city . . . we will ask.

I told you a while ago that we have 500 different pieces on hand all the time. These are divided up two ways. First, those to educate the business man how to sell more of his goods and, second, to lessen our sales resistance and help us to sell more of our goods. A big portion of our budget goes for those pieces of direct mail that are to help the merchant sell more of his goods. It's an old department. Mr. Patterson many years ago decided that it was necessary for him to have merchants who could afford to pay for the product that he had to sell before he could go any farther in the business.

We have two distinct departments or divisions of the business. We have what we call cash registers and we have what we call accounting machines and we have salesmen for each. For cash registers, our files are arranged by 29 lines of business, 38 business subjects, 19 classes of machines, 20 classifications of retail store operation. This starts in with buying, stock arrangement, window displays, the major subjects of a retail operation. By business subjects, those things that the merchant himself might be interested in but which, on the other hand, has something to do with lessening the sales resistance of our products. On accounting machines, 19 lines of business, 33 classes of machines by types of work.

We are trying to make it easy for our men to send out the material available. They use cards on which they keep a record of every single piece of direct mail sent to their particular prospects. On this they can map a procedure. We want this because we do not want any duplications of material, although sometimes duplication of material is helpful.

In addition to the standard material that we have available always, we also have what we call "One Shot" material. "One Shot" material to us is,—for example, a large purchaser buys a great number of machines, we want the world to know it quickly, and is not news tomorrow. These are sent to the agencies according to the quota set up for that particular line of business. It is not kept in stock. We do this very frequently.

We carry 17 different sizes of direct mail material,—together with envelopes. We provide business reply cards.

In the beginning, I told you our formula was complicated and yet it is quite simple. After we have sold our men on the use,—another problem is to get them to use the right piece at the right time. In our training, we try to show them, by lines of business, the particular pieces of direct mail that will affect that line of business, so that they may get very clearly in their own mind what they should do after they have made a call. There are certain pieces to be mailed at different stages in the sale. They know these, but it has only been through the education in the last couple of years that we have been able to get the distribution that we wanted.

We suggest to our men the use of index cards, and the prospect list; how to send out the proper pieces of material for that list. We also suggest ways in which they can file these lists; the type of desk in which to keep their material; when it should be sent out; how they should keep their own records. So our suggestion system almost comes down to a "must" system, but we do not use the word "must." We are able to control our direct mail from the time it is printed, from the time it is sent to the agency, from the time it has been distributed from the agency and into the hands of the prospects. That's as far as we can go. From then on, we start and check our return cards to find out the pulling power of the particular piece of advertising that we sent out.

We have tried through education, to get our people to appreciate the value of direct mail pieces. The fact that in the last three years our distribution has doubled, shows that maybe they have done a fairly decent job.

*Reporter's Note: Transcripts of other Chicago D.M.A.A. Convention Addresses will appear in following issues of THE REPORTER until all have been published.*

# STORY TELLING LETTERS

LEWIS KLEID is a specialist in subscription solicitation-direct mail. He had this problem:

Within a period of two years he had hit his limited prospect list with over fifty promotional pieces. The response had dropped off considerably. The people who received his mailings were well acquainted with him. There was no longer a need to do a high pressure selling job. He started a series of *fables* in letter form to keep his name before the group.

These personalized "bedtime stories" have provoked so much comment from direct sellers . . . that at least one of them should be preserved for the records in *The Reporter*. Multigraphed on two sheets. First plain with individual's name hand painted in large red letters. Second page has letterhead printed at bottom. We reproduce the following . . . not to give Lewis Kleid free advertising—but to show a much-talked-about letter . . . and to give you pleasure.

## A BEDTIME STORY FOR:

**Mr. Morse** *Filled in by hand with brush.*

Once upon a time there was a young Queen who was a regular Honey but slightly neurotic. In fact she was so bad that when the Minister of Finance made up his annual Budget the first item on his list was "Maintenance of Her Majesty's Hypochondria" and if there was anything Left after that, it went for National Defense and improving the Park system.

Well, one morning the Queen arose to find that she hadn't a single Ache or Pain. In fact she was in very fine Fettle.

"Call the Chief Physician," she screamed, "And tell him to bring his mob with him—on the double. Something has gone Haywire."

No sooner said than done. In a few minutes there stood the Head Sawbones and a retinue of solemn-looking Muggs with expensive stethoscopes and long, gray Beavers.

"Well, Queen, what will it be this morning," asked the medical mouthpiece, "Heart, liver, lungs or lights?"

"Listen, sap," said the Queen, "Do you realize that I woke up this morning without a single Symptom?"

"That is good News, your majesty," said the head Butcher, "Maybe I will not have to pay any surtax next year."

"Good news?" shouted the Queen, "You call that good news, when I am so sick I cannot even feel my own Symptoms? You guys had better get your heads together and find out what is the matter with me or there is going to be Hell to pay around this Palace."

Now the Royal practitioners hated to give up a Good Thing, but the fact of the matter was they had just about reached the end of their Rope.

"Your Majesty," said the Chief Physician, "The boys and I have figured out that you already have every disease listed in *Materia Medica* and we have given you the whole *Pharmacopoeia* from Alpha to Omega. In fact, your Majesty, I will go further and say some of the Boys have been Chiseling a little. They have made up a few Ailments that are not in the book and for the last two months we have run out of medicine and you have been taking straight Bourbon with a dash of Turps."

"That does it," said the Queen, "You Klunks are Washed Up, the whole Kit and Boodle of you. I am going to get myself a Pill Roller who knows his Stuff—and not an old Goat like you either. This one is going to have something. Now get those Beards out of here! I am a mighty sick woman."

Well, just about that time there happened to be a handsome young Squirt who had just finished his Internship and was looking around for a Soft Spot where the fees would be big, the patients beautiful and the diseases all limited to one Syllable.

When the Queen heard what a Slick Number this young Upstart was, she decided to call him in.

After he had read three or four volumes of her Majesty's case history he pulled a bottle out of his carpet-bag and handed it to the Queen.

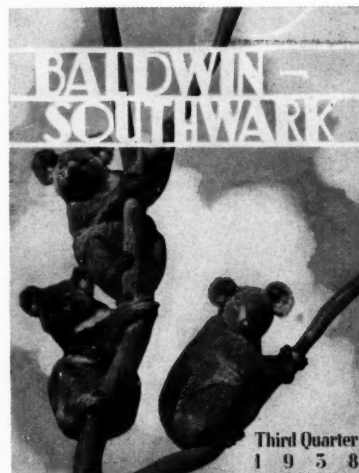
## WE AGREE

For the past two years we have been publishing a quarterly house magazine, copies of which are enclosed, and have learned through a direct mail questionnaire that it is doing a bang-up job for us despite the fact that it is so young.

We feel that typographically, and artistically it is a pleasant departure from the usual run of heavy industrial machinery advertising, and we would be very pleased to have your comments.

We have taken the liberty of including your name on our mailing list in order that you may have a file of this contribution to the good work of direct mail advertising.

Graham Rohrer  
Advertising Supervisor  
Baldwin-Southwark Corporation  
Philadelphia, Pennsylvania



*Reporter's note:* We agree with all that you say and reproduce the cover. It is mechanically and mentally excellent. Thanks for putting me on the list.

## WHAT A RELIEF . . . IN NOVEMBER!

YOU SHOULDN'T HAVE DONE IT—you *never* should have done it!

I couldn't help feeling that you took a great deal of snap and life out of *The Reporter* for October when you dropped your interesting page make-up carrying lively comments and news letters along the margin of each page.

Oh—of course it's still *The Reporter* to me, but I do miss the original, sparkling, make-up.

T. A. Hodgdon, Advertising Manager  
Harvey-Whipple Incorporated  
Springfield, Massachusetts



## BUSINESS PAPERS SHOULD GIVE G-E A GOLD PALM

HOW MANY ADVERTISERS in trade or business papers know how to merchandise that advertising to their own organization or to the trade? Your reporter learns the following from L. P. Moyer, Sales Promotion Department, Incandescent Lamp Division, General Electric Company, Nela Park, Cleveland, Ohio:

"Twice a year we get out an advertising portfolio in accordion form showing the magazine schedule for the next six months and samples of typical advertisements. About 2,000 copies of these folders are distributed, mostly through direct contact by our salesmen to utility executives, distributors, chain store and department store heads, etc. This portfolio is also used in advertising meetings and in new business solicitation.

"For several years we have shown our trade and business paper advertising schedule, together with sample advertisements, on the back of this portfolio but because of the fact that our consumer advertising is so much more extensive and impressive we felt that trade and business paper advertising was being largely overlooked by our own salesmen and by utilities and distributors. In attempting to do something about this situation we started last year getting out a simple advertising broadside once a month. Each broadside featured one of the trade or business magazines in which we were advertising, gave a few brief facts on whom it reached and showed one or more of the current advertisements appearing in the magazine. We mailed about 7,000 copies of each of these folders to our own salesmen, to jobber executives, jobber salesmen and utility lighting people."

Reporter's Note: Mr. Moyer has been very modest in his explanation of a very remarkable job. First, the portfolios of general advertising are something unusual. Accordion folds; page size 10 $\frac{3}{4}$ "x13 $\frac{3}{4}$ ". The sample we have has 28 sections printed on both sides. When opened out, makes an exhibit strip 10 $\frac{3}{4}$ " high by twenty five feet (300 inches) long.

Second: The monthly broadsides or folders are unique. Each one gives a description of one trade or business paper such as Business Week, Iron Age, American Business, Electrical Merchandising, Banking, Food Industries, Purchasing.

It gives breakdown of circulation, sample pages. It carefully explains to the dealer organizations how General Electric is educating more people in each trade magazine covered to buy the goods the dealers sell. It is a perfect example of intelligent coordination of business paper and direct mail. Examples like this are rare.

"Take this," he said, "And no back talk, either."

"If that is Bourbon and turpentine," barked the Queen, "I will slug you straight in the Kisser with it."

"It is castor oil," said the young Doctor, "And it is just what you need to wash all that Bourbon and Turps out of your system. What is more," he added, "It is the only thing I know how to prescribe."

Well, partly because the Truth was beginning to dawn on her and partly because this young Twirp seemed to have the something, the Queen decided to String Along with him. In a few days she was really in the Pink and the young Intern was appointed Chief Physician to her Majesty with strict instructions to keep her that way. "But if I ever catch you with so much as a single Whisker on that handsome Pan of yours," the Queen warned as she handed him the Keys to the Palace, "I will knock you colder than a slab of marble in the royal Morgue."

Here at MAILINGS INCORPORATED we have been sticking closely—and successfully—to one prescription, too. It is Personalized Direct Mail, conceived and created by our own organization and it is doing a bang-up job for more than fifty publishers and mass mailers. We'd like to prescribe a personalized potion that will pull orders for you, too. No fancy fees! We'll do it on a strictly "show me" basis and if you wish to test as little as a thousand letters, you won't have to sell the crown jewels. There's the card—you know what to do!

Cordially yours,

LEWIS KLEID, President.

Reporter's Note: The Class is warned not to confuse this letter with the Picture, Promise, Prove, Push formula given in item following. This letter perhaps violates all the rules . . . but is still a good letter for its purpose.

## CAN YOU WRITE DRAMATIC LETTERS?

FOR A CERTAIN REASON,—your Reporter reproduces here one of the most dramatic sales letters ever written . . . by permission of Dave O'Sullivan who created it in 1932.

**Blind Insurance Association of America**  
200 - 15th STREET, N. W.  
WASHINGTON, D. C.      OFFICE OF THE PRESIDENT

November 27, 1932

Did It Ever Occur  
To You That You  
Can Go Blind?

- - - That you would hardly have any warning beyond perhaps the general fade-out of letters and characters as you are reading some day like this type seems to disappear and you lose track of letters, words, and sentences.

Don't get worried - that was only a trick of the typewriter, but it is an example of failing eye-sight as it occurs in various forms of pre-blindness, particularly as a result of two or three of the major diseases of the eyes - which seem to come from nowhere and unfortunately wind up in total blindness. That means, instead of seeing that, you would be looking at something like this -

Can you imagine that awful moment when the discovery is made? When the cold realization settles about you that you are blind? How incapacitated you must feel - how utterly worthless, hopeless everything must seem. It must be awful.

It could be very terrible - more awful if you weren't protected by a simple policy that provides insurance against blindness with but one payment - one single premium - no long-drawn drains on your funds.

Before now there was no way of providing blind insurance. Your present policy does not provide it, which leaves a big gap in your insurance protection. Fortunately you are now able to obtain an insurance policy against some of the miseries of blindness. A new type of policy that pays \$100 per month to a person becoming blind and pays it - for life.

Hundreds of thousands are going to buy this insurance - thousands have responded already. The low cost of this policy does not permit personal calls or more than one attempt at solicitation. Therefore

Unless you act today and use the enclosed application form you will probably forget all about it and continue to take your eye-sight and its permanency for granted.

Take nothing for granted!

Very truly yours,  
*Dave O'Sullivan*  
President

\* See application for convenient methods of payment.

EYESIGHT INSURANCE FILLS THE GAP IN YOUR POLICY!

Too many sales letters are drab and lifeless. This type of letter may be too dramatic to serve as a model for common usage . . . but *you should study it*. Hidden behind its smooth flow is the technic of "picture, promise, prove, push" which is a good formula for those copy writers whose application of the attention-interest-desire-action rule has become hackneyed. Remember this:—Picture, Promise, Prove, Push. Try it. *Picture* for attention; *promise* for interest; *prove* for desire; *push* for action. The perfect sales letter is divided into four well-balanced parts. The length of each part, of course, depends upon the need in each case. A letter writer I know received much help in his youth by using a crazy sort of combination formula and ceremony. Before every letter writing job, he scratched lines and words on a sheet of paper like this.

Then, after thinking and stewing for minutes or hours, he would write in the four blank sections as briefly and clearly as possible.

Sometimes if the words would not flow, he might write in the second or third or fourth space first, but eventually all would be filled.

We give you the specimen of the blind letter in order to exaggerate or over-emphasize this very simple little formula. The formula may seem too school-boyish to some, but those of you who want to improve your letters . . . get out a pad . . . draw your lines and words . . . then practice on your next sales letter. Any kind of a logical plan is better than no plan at all.

Picture attention	
Promise interest	
Prove desire	
Push action	

## ANOTHER RULE FOR ADDRESSING

D.M.A.A. HEADQUARTERS recently received an envelope which we had addressed to a name on our Convention Promotion list. Stapled to the returned envelope was this notice, printed on a slip of yellow paper:

### PLEASE!

ENVELOPES containing correspondence relative to the Company's business should NOT be addressed to or for the attention of any individual. The letters contained therein should be indicated "FOR THE ATTENTION OF MR. . . . ."

Please observe this carefully hereafter so as to avoid delay in handling correspondence.

THE AMERICAN FLOOR SURFACING MACHINE COMPANY  
TOLEDO, OHIO

We refer our correspondent to the item on page 30 of June 1938 issue in which we referred to the rules laid down by the International Corset Company of Aurora, Illinois. We also refer you to the results of a recent D.M.A.A. research, published on page 8 of the August issue of *The Reporter* titled "Who Opens Your Mail." We repeat again the words of advice "Business today is conducted with individuals . . . more than with institutions. That is why Direct Mail as an advertising medium has grown so tremendously. It is a personal medium." A recent research shows that if you wish the individual addressed to open your communication, just as you intended him to see it, address the individual without giving the title.

## GREY MATTER AGAIN!

WE'VE MENTIONED THIS BEFORE . . . but your reporter thinks that the editorial handling of *Grey Matter* could be a model for many house organs. It is a promotional and merchandising idea bulletin for department stores published on the 25th of each month by The Grey Advertising Agency, Inc., 128 West 31st Street, New York, N. Y.

The author of this four page 8½"x11" (punched for binding) merchandising masterpiece must have read and studied "The Yearling" . . . or helped to write it.

Short items. Short sentences. Understandable. Fast moving.

Though copyrighted, we clip two items from the November 25th issue because (1) they are good examples of style and (2) both contain thought provoking suggestions for all users of direct mail.

### WHY COPIED PROMOTIONS FREQUENTLY FAIL

Once stores played "follow-the-leader" with Macy's, then with Hudson's. Promotional style leader of moment seems to be New York Edison Company with recent four-item bargain package. Bear's, Akron, May-Stern Company, Pittsburgh, Stern's, Philadelphia, O'Neil's, Agron, all staged similar promotions and all were disappointed in results. Why? Because organization and position in community of New York Edison Company are quite different from those of average retailer. What succeeded with Edison Company flopped with stores. Good rule: Stage promotions because of sound reasons that apply to your own business and your own city; not because somebody else did it.

### GATHER CHRISTMAS DATA NOW FOR USE NEXT YEAR

Best time to lay plans for next Christmas is this December, right after rush is over, while tricks you may have missed are fresh in your mind. This year's plans of Piznitz Dry Goods Co., Birmingham, are based on questionnaire sent to all employees immediately after Christmas last year. Make note on your calendar now to query all buyers on (1) most successful Christmas promotional idea, (2) on what items were you seriously understocked? (3) did our Christmas promotions begin too early or too late this year? (4) what did competitors do that we should have done?

Reporter's Note: Let that rule in item (1) sink in. Many direct mail campaigns fail because they are copied. In one industry I know well, nearly every firm in the business does exactly what its competitors do.

The suggestion in item No. 2 is worth following by all direct mail users . . . not only for Christmas . . . but for all seasons. The direct selling testers do it regularly.



### GOOD INDIVIDUALIZING

Frank C. Rauchenstein Company (creative printers), St. Louis, sent out an attractive 4 page Thanksgiving folder measuring 5½"x9" (pictured here). Front page cut-out three places to show (1) Turkey (2) IT'S (3) individual's name—all of which were part of copy on third page. Copy under Turkey reads. (Individual's name imprinted in last paragraph by one of the several various processes):

*IT'S the time of the year when we may pause for a moment in the hustle and bustle of this busy world to express our appreciation for the business you have given us. Our pleasure in working with you is not a seasonal thing . . . we're grateful the year 'round. But Thanksgiving reminds us to stop and realize how much we owe to our friends in business, how much their co-operation makes possible. So we want to say, simply and sincerely,*

*"Thank You" . . . Mr. Gardner for the privilege of serving you.*

\* \* \*

File this as an idea for next Thanksgiving.

### A PIECE OF WOOD

CUE—the magazine guide to Amusements—6 East 39th Street, New York City, sent out a subscription letter headed:

#### WHY KNOCK ON WOOD?

Know Where You're Going Before You Start!

Cemented between the two top catch lines was a 1½ inch length of half round wood moulding. It is a good letter. Letterhead printed at bottom of sheet.

## UTTERLY USELESS WORDS

ROBERT K. ORR

IN ORDER TO EFFECTIVELY LEARN how to eliminate useless words from business correspondence we should familiarize ourselves with the following useless and objectionable expressions. Say what you have to say without these and you will add force to your letter.

### USELESS AND OBJECTIONABLE EXPRESSIONS

At hand	Recent date
Has come to hand	Trusting that
I am in receipt of	Hoping that
This is to acknowledge receipt of	Trusting to hear from you
I wish to acknowledge receipt of	Hoping to hear from you
I have your letter of .....	Awaiting your reply
Your letter of.....received	Thanking you in advance
Your esteemed favor of.....received	And oblige
In reply to your letter	Beg to remain
In answer to your letter	"I am" and "We are" (at end of letters)
Replying to your letter	Kindly
In reply, would say	Beg
Agreeable to your request	Herewith
In compliance with your request	I wish (or want) to say that
Complying with your request	I wish (or want) to state that
I have the honor to inform you that	I beg to say (or state) that
This is to advise you that	Permit me to say (or state) that
Please be advised that	I take pleasure in presenting
I wish (or want) you to know that	Contents noted
I wish (or want) to tell you that	I note that
Advise me	Esteemed favor
Inform me	Esteemed letter
May we call your attention to	Kind letter
In the sum of	Valued letter
For my attention	Valued favor
Through the means of	Glad to do so
Along this line	Above mentioned
Of course	Referred to above
For your approval	Regarding your letter of
For your consideration	Regarding your request of
Our best attention	You are notified that
Favor us with	Please take notice that
The purpose of this letter is to	This is to notify you that

### OBJECTIONABLE AND SOMETIMES USELESS

Enclosed herewith  
 Enclosed please find  
 Enclosed you will find  
 I hand you herewith  
 Sending you under separate cover  
 Your favor  
 Attached hereto  
 At your earliest convenience  
 At an early date  
 By return mail  
 At the present writing (or time)  
 Our Mr.....  
 The writer  
 Ult., Prox., Inst.  
 As per  
 This matter or proposition

### SUBSTITUTES

I am enclosing  
 I am enclosing  
 I am enclosing  
 I am enclosing  
 Mailing, expressing  
 Your letter  
 Attached  
 As soon as possible  
 As soon as possible  
 Immediately or as soon as possible  
 At present, or now  
 Mr....., our (state position)  
 State name of month  
 According to  
 This, it, that, this subject, this problem



## OBJECTIONABLE AND SOMETIMES USELESS

Same  
At this time  
At that time  
At all times  
In re  
Each and every  
In the event that  
To this office

## SUBSTITUTES

Us  
Now  
Then  
Always  
In regard to  
Each (or every)  
If  
I

It is not necessary to "acknowledge receipt of your letter of April 15 enclosing check." Instead write, "Thanks, Mr. Brown, for your check." If necessary to refer to the letter say "enclosed with your letter of April 15th."

It is not what you think, and it is not what I think but it is the opinion of the American people which most control the composition of our letters. If you doubt some of our conclusions test them on five persons or five thousand, and learn for yourself. We must not eliminate useless words to the extent of making our letters sound like telegrams. There can be no objection to leaving in a useless word if it adds force or tone to the letter. No one can claim infallibility because the best letter writers occasionally write offensive letters. When you get an idea, test it on as many persons as possible. You may be wrong and there are ten chances to one that in asking the opinions of others you will get some helpful suggestions.

We can readily see that a story or a sales-letter should emphasize force and picturesqueness. A routine letter should be concise and friendly.

## ADVERTISING APPEALS TEST

AT THE "COPY IMPROVEMENT" DEPARTMENTAL in Chicago, Chairman Bob Orr handed out a Questionnaire on Advertising Appeals. It stated: "Some advertising appeals are honest, some are dishonest, some are sincere, some are insincere. Indicate your opinion of the following sales appeals."

Mr. Orr has sent *your reporter* the results of the questionnaires turned in at the door. He tells us that results agree closely with tests run at various other meetings. Here they are:

	Yes	No
1. Premiums (such as a set of dishes with suit of clothes.)	50%	50%
2. Free Sample	86%	14%
3. Special price for a limited time.	58%	42%
4. Special price to introduce.	50%	50%
5. Money refunded if not satisfied.	75%	25%
6. Limited Quantity on hand.	55%	45%
7. Last chance—offer will not be repeated.	34%	66%
8. Goods reserved for you.	14%	86%
9. Nothing down—easy payments	36%	64%
10. You are one of a selected number of persons.	22%	78%
11. Paid testimonial—we will give you a set of books if you will write a testimonial letter.	5%	95%
12. Testimonial of a dramatic star, society man or woman or well known athlete.	20%	80%
13. Testimonial of users other than above.	84%	16%
14. Report of recognized authority.	84%	6%
15. Thirty days free trial.	77%	23%
16. On approval	96%	4%



## METALLIC INK

ONE OF THE MOST BEAUTIFUL COVERS ever seen by *your reporter* was that used on a folder shown at D.M.A.A. exhibit in Chicago. Produced by Style Exhibitors, Inc., to advertise a showing of Spring and Summer Fashions, early this year, at the Morrison Hotel.

Size 8 $\frac{3}{4}$ " x 11 $\frac{3}{4}$ ". Printed in a silvery green. Reproduction cannot possibly show its beauty. Held one way it looks like a negative. It is intriguing, captivating and . . . 100% for attention.

## LOOK READS . . . AND WRITES

ANYONE who does half as good a job as you are doing with *The Reporter* should get a hell of a lot of support. Please note the enclosed carbons and if there is anything else I can do for you just say so.

Lester Suhler  
*LOOK, The Picture Magazine*  
Des Moines, Iowa

*Reporter's Note:* Our thanks to Lester Suhler and to the many like him who have offered the torch of encouragement to lighten the path. Enclosed with above were carbons of letters to advertisers and contributors . . . such as this one to Fred Randolph of Chicago:

"Last evening in going over *The Reporter* I noticed your splendid article on "Many Happy Returns." This is something worth the reading and rereading time of every direct mail man. Congratulations on fine story."

Incidentally, few people realize the tremendous goodwill possibilities of letters . . . especially of letters which might easily have remained unwritten in all the fuss and rush of living.

# A GALLERY OF DIRECT MAIL

WHO ARE the notable men and women among the users of direct mail? What do they look like? Where did they come from? What makes the work they do click? *Your reporter* is often asked to describe some of these people he meets in his travels or through the mail. Believing that "old-timers" will enjoy the opportunity to review, or be reminded of, acquaintances . . . and that newcomers will get inspiration by learning of the successes of others . . . we present this *Gallery of Direct Mail*—in which appears brief personal case histories (so far). To these direct mail advertisers . . . and to the others to follow . . . we give a salute for work well done.



**HARRY J. HIGDON, Advertising Manager, Phoenix Metal Cap Co., 2444 West Sixteenth Street, Chicago, Illinois.**

Hig to everyone—distrusts those who call him anything else. Born in Kentucky on the banks of the Ohio River not far away from the birthplace of Irv. Cobb. His father published a country newspaper, thus his earliest recollections always have a printing press and a row of dusty type cases somewhere in the background. Started to stick type at the age of seven and *admits* he was an important member of his father's staff by the time he was twelve. At the age of twenty, hied himself to the big city (Louisville) where he served progressively as compositor, layout man, art director, printing salesman, sign painter, orchestra leader, reporter, "ghost" and assistant editor. After the war, went to Chicago to establish an advertising department for the Phoenix Metal Cap Co. Has never been wooed away since. As a boy, Hig juggled eggs with Joe Cook and claims he can still keep five aloft. The monthly juggling he does with words and pictures in the *Phoenix Flame* entitles him to top billing in any direct mail circuit.



**ROBERT A. SCHMID, Sales Promotion Manager of Mutual Broadcasting System, Inc., 1440 Broadway, New York.**

(Youngest radio promotion man . . . for youngest chain.) Born in Montclair, New Jersey. Missed Phi Beta at Princeton by .2 of a point when he graduated at unripe age of 19 . . . second youngest in class. First job with Lawrence Fertig Advertising Agency where he eventually did "things" with New York Title & Mortgage account. Two years out of college . . . jumped to Young & Rubicam . . . and into radio department. His greatest sport persuading clients to stay on air year round . . . even in 1934. His successful presentations got the eye of Columbia and got him a 2 year job under three topnotch promotion directors—Kesten, Bijur and Ratner. Mutual Network was growing with meteoric speed. Bob Schmid crossed Broadway in February 1936 with promotion title of his own and chance to grow . . . from four stations then to 109 now and a billing of two and a half million for this year. Bob is in his proper niche. A born showman . . . his work reflects himself. Elaborate, humorous, spectacular, appealing, human direct mail.



**HERBERT D. STRAUSS, Advertising Manager of Riggs Optical Company, Merchandise Mart, Chicago, Illinois.**

Born and reared in Rochester, New York. Graduated from Wharton School, University of Pennsylvania in 1931. His advertising professors picked him as a "comer." Business "career" started in classified advertising department of the New York Times . . . advancing to Promotion. Jumped in 1932 to his present job. Directs the advertising of some eighty-five Riggs offices from Chicago West. Largest portion of advertising budget goes for direct mail . . . for he has found it best for customer cultivation and supplementing salesmen's activities. His work is dignified, technical, consistently sound . . . and obviously not spectacular. He is President of the very-much-alive Direct Mail Club of Chicago. Was Vice General Chairman of last D.M.A.A. Convention. He has many outside interests . . . always on the go. Gets fun out of work . . . and living.

## DIRECT SELLING CLINIC

(Continued from page 6)

nized promptly will bring in orders at exceptionally low cost, but which if neglected cannot be retrieved by heavier mailings later.

*Example:* Late June and July presented such an opportunity this year; not merely because the stock market was rising rapidly but because the extent and character of the advance confirmed the fact that the recession was ended and that a new business recovery was under way. The United Business Service organization had been predicting such an upturn, and as a result the sales department was geared to take full advantage of it. Accordingly they mailed three times as many pieces in July as in March, when the market was at its lowest ebb. Even though this meant using lower quality lists, the cost per order on the entire mailing was 30% under the March figures. No later period in 1938 has produced orders at such a low cost.

Suggestions for keeping in touch with what prospects are thinking: (1) handle a regular amount of both sales and client correspondence each week; (2) ask your complaint department to pass the toughest ones on to you. They are great idea-stimulators. (3) read the same publications that your prospects are reading, and consider the factors that are shaping their ideas on important business questions. (4) do everything you possibly can to actually put yourself in the same position as the man you are trying to sell, facing the same problems. If you are selling an advisory service, buy some securities yourself so that your attitude toward market developments will coincide with that of the average investor.

With this background, try to select one appeal that is outstanding; concentrate on this appeal to the exclusion of all others and let the idea itself, plus past experience, dictate the form and detail of the mailing.

### D. J. Collins, Manager Mail Sales, LaSalle Extension, Chicago: "Thorough Testing Essential to Successful Direct Mail Selling."

The average La Salle prospect is about 30 years old, married, has two dependents. His earnings are about \$30 a week. He doesn't buy education as such, but because it means better position, more money, more comfort and happiness for his dependents. (Comment: Simple as these findings are, how many of us have readily analyzed our prospects and clients?)

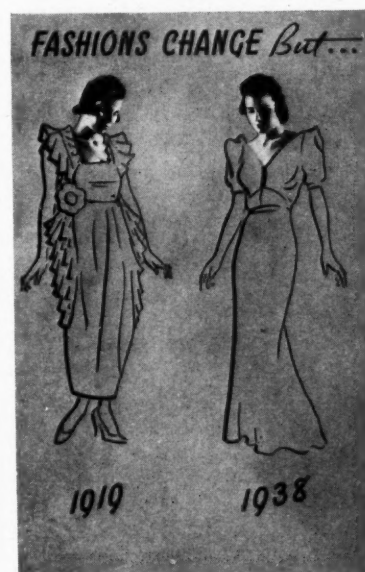
Continuous testing, in a realization that what works for others will not necessarily work for La Salle, and that what is true now may be reversed tomorrow, has shown: (1) an emotional appeal plus facts, always outpulls the appeal based solely on facts. (2) make your proposition credible. Although La Salle can give many examples of salary increases ranging from \$100 a month to \$5000 a year, they find it better to talk in terms of increasing the \$30 a week pay check to \$32.50 or \$35. (3) adjust your follow-up strategy to the times. Until recently, tests showed that it was better for them to concentrate all of their sales ammunition in the first letter of the series—rather than to spread this ammunition fairly evenly throughout the series. Recently, however, they took several pieces from the first mailing and sent them with later mailings. This did not affect the results of the first mailing, but more than doubled the returns of later mailings. (4) divide your inquiries as to quality. Some of them can be followed up profitably for as long as five years, others for one year only. (5) change the appearance of the envelope in successive mailings. (6) the most practical and economical postage for the larger La Salle mailings is 1c bulk. (7) long letters are effective as long as they carry interest and offer the prospect something to make it worth his while to read all the way through. (8) the appeal that brings the largest initial return on a mailing is not always the most profitable one. High pressure copy will usually outpull low pressure copy—but the lead names are difficult to convert into high quality, regular customers. (9) make your letters human. To those prospects who do not respond to many letters, La Salle writers and critics themselves

## PHOENIX FLAME

Bound volumes of *Phoenix Flame* are available for 1935, 1936 and 1937. Superior Service Press, 411 S. Sangamon St., Chicago, Ill.

## CUT-OUTS AND S. A.

KEITH CAMPBELL, Swigart Paper Company, Chicago, was Chairman of the Educational Committee . . . responsible for gathering specimens and building the fine specimen exhibit for the recent DMAA Convention. Tons of samples were received. One of the cleverest and most appropriate uses of the cut-out and the well known S.A. is pictured here.



A four page, 5 1/8" x 8 1/8" folder, on heavy weight, two tone stock (meaning in this case orange-red on one side of paper and flesh tint on other). The dress designs are simple line cuts. The paper was die cut where the heads appear—showing through from the inside. Now, turn this page, and we'll show you what was inside.

(Continued Next Page)

• COMBINE-VELOPES THE ADVERTISING FOLDER WITH THE ATTACHED ORDER FORM REPLY ENVELOPE  
SALES MESSAGE, DISPLAY COPY, ORDER FORM AND REPLY ENVELOPE IN ONE UNIT.  
• SELF MAILER COMBINE-VELOPES ALL THE DIRECT MAIL ESSENTIALS IN ONE UNIT.  
FOR EVERY MAILING REQUESTING A RETURN REMITTANCE.  
• ORDER FORM BIND-IN-VELOPES FOR EVERY STYLE, SIZE, AND CONSTRUCTION OF  
PUBLICATION OR CATALOG.  
• ENV-O-BLANKS • SELF MAILER COMBINE-FORMS • DU-PLEX ENVELOPES  
THE SAWDON COMPANY, INC., 230 PARK AVE., NEW YORK, N. Y. MUrray HILL 6-1566



On the second page, a short appropriate note to dealers, reading:

"Since 1919, when Health-O-Meters first made the American woman weight conscious, they have aided millions in keeping their trim, youthful waistline. Today, as originally, Health-O-Meter holds its leadership in the bath scale field by a dealer policy that recognizes the necessity of a profitable sale, by constant application of the best standards in manufacture, by the adoption of present-day design and color, and increasing advertising in national publications."

The third page, under the cut-out. Here you have it:—



The back cover illustrated six models of Health-O-Meter, with prices ranging from \$2.95 to \$10.95. Sex appeal is being widely used. Most of the efforts are far-fetched. This one is 100% appropriate. Its attention value is undeniable.

## MORE ADVERTISING ON ENVELOPES

LETTER RECEIVED from Irving Lee Bush, Poultryman, Clinton, Missouri . . . No. 10 envelope bears advertising over entire front—showing picture of hatchery and giving six reasons why *Bush's Chicks Live*. Back side (flap) used for addressing and stamp and three and a half inches at left end are also used for return address and more advertising. This is the second sample from Missouri . . . there must be a good envelope salesman around those parts. Anyone have any tests on desirability of advertising on envelopes?

for not having thoroughly told them about the training and what it will do for them. Being human, prospects realize that the fault is their own—and write in and say so, thus providing an opening wedge.

During the depression, La Salle offered members a rider on their contracts, providing that if they lost their jobs they could discontinue their payments until they were once more at work, but that their studies would go on. This proved to be an effective appeal, and very few students took advantage of the rider. (Later Mr. Collins said that on annual sales of about 30,000 only 10 or 12 students each year took advantage of the money-back refund guarantee.)

## Philip H. Erbes, Jr., Chicago Editorial Staff, Printers' Ink: "The Effect of the Wheeler-Lea Act on Mail Order Copy."

A show of hands at the beginning of this talk revealed that less than 1% of those present had read the Wheeler-Lea Act—yet, to quote Mr. Erbes, "This new legislation for the first time places all advertising under a complete and comprehensive system of Federal regulation. Already rulings made under it have affected dozens of well known companies in lines which range from toothpaste to typewriters."

All mail sellers and advertisers, he said, could save themselves a lot of grief and money by (1) reading the full text of the Act, (2) getting copies of the Federal Trade Commission's interpretations, and studying them, (3) applying the measure of simple honesty to every piece of copy.

Some of the points already covered in FTC rulings:

**Evidence.** No advertising statement is allowable which cannot be supported by a substantial weight of competent evidence. It is no longer safe to rush into print with a copy appeal based on the findings of a single authority.

**Performance.** The advertiser must not state or imply that exceptional performances of his product are the average.

**Results of product use.** Sweeping claims of all kinds are viewed with disfavor by the Commission. When a given result or virtue is claimed for the product, any limitation or qualifications that may exist must be stated. You must not claim complete cure of a condition due to a variety of causes unless the product eliminates all the causes. You may not state that a product is safe and harmless unless that is so for all cases.

**Material facts.** All material facts contained in the advertisement must be true and completely accurate even though they do not directly concern the description of the product. For instance, a large merchandiser was called on statements to the effect that there is not enough vitamin E in the average diets in this country.

When a picture of a product is accompanied by a price, that price must include every feature of the merchandise as portrayed. When a premium is offered a fictitious or exaggerated value must not be assigned to the premium. The term "free trial" must not be used to designate any offer which requires payment of money prior to delivery of the merchandise, or the payment of any charges whatsoever, including shipping costs. When percentages are used, there must be a definite, exact basis of comparison and the comparison must be based on competent evidence.

## Charles Mills, Vice President, O. M. Scott & Sons Company, Marysville, Ohio: "Turning Inquiries into Sales."

Mr. Mills stated that it was difficult to assign an arbitrary rule as to how much you should spend to convert an inquiry into a sale—but said that he felt quite sure that most of us were putting too much emphasis on getting the leads, and not enough on turning that lead into a sale. He tackled the argument that if you get a customer after too much effort he isn't as good as one you get with less effort, saying that in his case at least, he believed the reverse to be true. As easy come may be an easy go customer, whereas one who has bought after carefully weighing all facts is more apt to stick. They spend about 40c per name in following up inquiries which cost 25c to get—and they plan now to increase that 40c to 60c.

Some of the suggestions he offered for improving follow ups were: Diversify your appeals. Don't pitch a straight ball all the time. Mix up long and short letters. Use color and occasionally a little humor. Be persistent but cordial. Use illustrations and testimonials.

## Maxwell Droke, President, Maxwell Droke, Inc., Indianapolis, Indiana: "Cash versus Credit Selling."

Mr. Droke uses all three of the accepted methods of selling in the mail order business: (1) open account, (2) C.O.D. or "pay the postman," (3) cash with order. Reference books ranging in price from \$2.50 to \$7.50 are sold on open accounts—first because it is trade practice, and second, tests show that it increases returns by about 50%. Specialty items such as plays for amateur productions, are sold C.O.D. or cash with order—because there

# The importance of being clear

There are many GOOD propositions... but they must be presented in the RIGHT way... a CLEAR way.

FIRST... it should be interesting to look at. into the picture.

SECOND... it should be tempting enough to WANT to be read.

{ what have YOU  
that YOU want  
to "get over"? }

Walter Koch  
7 W. 45 St. N.Y.C.  
LO. 5-5752

## HOW MUCH COPY!

THERE HAVE BEEN many arguments about how long a letter should be; how small type can be; how much copy should be placed in a given space.

### The Tastiest Treat from Vermont PURE, RICH, LUSCIOUS MAPLE SYRUP

Sent on  
Approval  
Just What You  
Want for a  
Delicious Breakfast



Guaranteed  
to Please  
You

#### TASTE IT AT MY EXPENSE

Now you can know how delicious pure Vermont Maple Syrup is. Open a tin—pour luscious, golden-brown Maple Syrup on your favorite flapjacks—my what a meal! Your mouth waters the minute you get the true Maple aroma. You'll smack your lips over its wonderful flavor.

#### What Makes My Maple Syrup So Good?

But you must get pure "Grade A" Maple Syrup to know true, delicious Maple flavor. Only Maple Syrup inspected and sealed "Grade A" by the Commissioner of Agriculture, State of Vermont, is what you want. That's the kind I send you. It must be the best to carry "Grade A" seal.

#### Send No Money Now—Unless You Wish To

Sign this card on the reverse side, slip it into an envelope and mail it to me now. I will ship you 2 Quart Tins of my select "Grade A" Maple Syrup. It comes to you ready to use instantly. If you're not satisfied it is the finest Maple Syrup you have ever tasted, return the unused portion at my expense. Otherwise, send me only \$2.00 within 10 days. Folks everywhere get their Maple Syrup from me this "try-it-first" way, and I must say this is the lowest price for 2 Quarts of Maple Syrup I have ever offered. Mail this card now for a real Vermont treat.

JOHN SHELBY,  
Black Sign Maple Syrup Company,  
BARRE, VERMONT

2 Handy  
Quart Tins  
"Grade A"  
MAPLE  
SYRUP

Only \$2.00  
postpaid East  
of Rockies  
(\$2.40 extra  
West  
of Rockies)

Your reporter is reproducing here (reduced size) post card received from the maple syrup seller, John Shelby. The two words "Maple Syrup" and the border for bottom right box were in orange. All rest, black. That's a lot of copy for one post card . . . but that isn't all.

Turn the card over to the stamp side, and there is your order form:

JOHN SHELBY, BLACK SIGN MAPLE SYRUP COMPANY  
BARRE, VERMONT

Dear Mr. Shelby:—Please send me, all charges prepaid East of the Rockies, 2 Quart Tins of your "Grade A" Maple Syrup. If, after trying a part of one tin, I'm not entirely satisfied, I will return the rest at your expense and will owe you nothing. Otherwise, I will send you \$2.00 within 10 days. (\$2.40 extra for shipments West of Rockies.) X-2

☐ Check here if you would rather have a full gallon tin of "Grade A" Maple Syrup—only \$1.15 delivery free East of Rockies. (\$2.00 extra West of Rockies.)

NAME .....  
ADDRESS .....  
BANK REFERENCE .....

\*If you do not wish to give Bank Reference, please send check or money order. Your money will be instantly refunded if you are not pleased.

STAMP: 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 60c, 70c, 80c, 90c, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00

Read the copy . . . all of it. It is good copy because it pulls replies. Who cares how small the type is; or how crowded the paper. The copy is right . . . demands reading, and action.



## PICTURE OF A SALES MANAGER "COMPLAINING" ABOUT RESULTS AFTER USING the "PUSH BOOK"

1938 was the first year that anything more than a "catalogue" of prizes was available for use in operating sales contests. Then came the sensationally new and different "Push Book"—the successor to prize books—with color cartoons, articles on selling and other interesting features in addition to prize illustrations. Nearly 300 different companies took advantage of this new idea to put new life into their sales activities in 1938 . . . sales managers say it was THREE TIMES more effective than any prize book they ever used. And, now —

## THE NEW 1939 PUSH BOOK is off the press! SEND FOR YOUR COPY TODAY!

A complete NEW BOOK with NEW FEATURES and NEW MERCHANDISE . . . ALMOST 800 NATIONALLY KNOWN PRIZES . . . 200 items illustrated in FOUR COLORS. If you think the 1938 "Push Book" was good, wait 'til you see the 1939 ISSUE! Better yet, DON'T WAIT . . . send for your copy TODAY!

### SPECIAL FEATURES of the 1939 "PUSH BOOK"

SELLING ARTICLES BY DALE CARNEGIE,  
BRUCE BARTON, AND MERLE THORPE . . .  
SALES CARTOONS BY HIX, BENDER AND  
GRUBERT . . . COVER BY SMYTHE . . .  
32 DRAMATIC PAGES IN COLOR



800 NATIONALLY  
KNOWN PRIZES  
ALL GUARANTEED

## BELNAP and THOMPSON, inc.

309 WEST JACKSON BLVD., CHICAGO  
NEW YORK OFFICE: GRAYBAR BLDG.

CREATORS AND PRODUCERS OF "PUSH PLANS"



is no established trade practice, the price is low, and because once the play has served its purpose, there would be no temptation to return it for credit. Dollar books are sold cash with orders—because bookkeeping expense would be prohibitive.

On open account offers, Mr. Droke finds that he can increase the percentage of cash with order by offering premiums to those who send payment. The premium is usually closely related to the basic article featured. This plan results in 35% to 40% cash orders.

**Frank Egner, Manager Mail Order Department, McGraw Hill Book Company, Inc., New York: "How to Cut Costs."**

Mr. Egner prefaced his talk with a statement that he was taking for granted that all of us were doing a good job of keeping costs down through advantageous buying, that he was primarily concerned here with the broader aspects of the problem of keeping distribution costs down. He said that the same thought and study which had in the past been put into cutting the cost of production, now must be applied to reducing the selling expense, which takes too large a proportion of the sales dollar. He stressed the importance of reaching for the mass market, of studying the best way to "package" mail order offers, of studying and improving general policy. As an example of distribution waste, he cited the fact that most publishers are located in New York—whereas the center of the market is much further West. "Business is here to serve the consumer and not the consumer to serve business."

*You'll agree, even from this summarized report, that the session was full of meaning so much so, in fact, that most of us had a hard time digesting it properly. You can put me down as being very definitely in favor of this type of panel discussion, with live topics, good speakers, and plenty of opportunity for the audience to participate. The best testimonial of the value of the meeting is the fact that 90% of those who sat down at 2:30 were still there at 6:00.*

## IT DOESN'T HAVE TO BE ELABORATE

J. WISS & SONS CO., manufacturers of shears, scissors, snips, etc., of 33 Littleton Avenue, Newark, New Jersey, have a very simple system of dealer helps. It seems to work. Just single slips of paper measuring  $3\frac{1}{8}$ " by  $8\frac{3}{4}$ ". A picture of the specially priced product at top with short description and price. Order blank is in perforated  $2\frac{1}{2}$ " section at bottom. Store's name imprinted back of perforated section which folds up to accommodate a small billing envelope.

Here is what G. Herbert Botton, advertising manager, tells *your reporter* about the manicure scissors piece:

"According to our records during the time of this promotion, we sold about 13,000 pairs of Manicure and Pedicure Scissors to various Department Stores. We gave the imprinted circular to each store on a pro rata basis varying in accordance with the amount of scissors they bought.

This is our regular procedure in promotions of this type so that the circulars will really go out in the stores monthly mailing and not be wasted. We have been using this method of circular promotion for Department Stores for some time and find it worthwhile providing one has something that will be acceptable to the buying public."

## CORRECTING AN ERROR

THIS WOULD BE A SWELL STUNT . . . even if done on purpose.

The Nulomoline Company, New York City, send out a little four page  $5\frac{1}{2}$ "x $8\frac{1}{2}$ " house magazine, called "Baking Sketches." A few days after receipt of the last issue, (which was Vol. IX, No. 3) . . . along comes a mimeographed post card, with this copy:

### CORRECTING AN ERROR IN BAKING SKETCHES—Vol. IX No. 3

We wish to correct a typographical error which appeared in the formula for "MYTEE-FINE" Cake given in the current issue of "BAKING SKETCHES"—VOL. IX, No. 3.

The amount of Cream of Tartar required in the cake should be  $\frac{3}{4}$  OUNCES and NOT  $\frac{3}{4}$  pounds, as printed in the formula by mistake.

We regret this error and trust that it has not caused you any inconvenience.

We looked up the issue—corrected the mistake . . . even tho not interested in making cake. Reminds *your reporter* of the story heard recently . . . of the firm who sent out carbon copies of Hoovenized letters. They found that the follow-up carbons got better returns than the original—so gave up mailing the original entirely. That's working the follow-up to a faretheewell!

**---DIRECT-MAIL-SPEEDSTERS---**

**CLIP-AND-MAIL-THIS-AD-TODAY---LEARN-ALL-ABOUT-THESE---**

**LABELS SAVE LABOR**

**24 ON**

Twenty-four stickers (each  $2\frac{1}{4}$ " x  $1\frac{1}{4}$ ") on a perforated  $8\frac{1}{2}$ " x 11" sheet of finest white gummed stock. For faster typewriter addressing (single copies or carbons) especially for lists under 25,000

**SPEED-O-ROLL**

1 x 3' blank gummed labels of whitest bond in perforated rolls for speedy typewriter- and automatic-machine-addressing. Most economical (single or interwound with carbon for card records follow-up mailings, etc.) for the BIG mailer

**SEALS**

Die-Cut Stickers - All shapes, colors and sizes, printed and plain. For sealing mailing pieces, attaching reply cards, samples, swatches, etc.

**DUMMY STAMPS**

Like postage stamps. Use in a Stamp Affixing Machine where rapid application is important. To seal direct mail literature or as a trade-mark stamp. Printed or plain in a variety of colors.

Check the items in which you're interested. Paste to your letterhead and MAIL TODAY. Ask for prices, samples, a copy of our book "EVER READY LABELS Go Places and Do Things."

**\*Labels cost less than Labor**

**Ever Ready LABEL Corporation**

148 EAST 26th STREET N. Y. C.

SINCE 1914

## Get Yours

For the first time in history of advertising, the whole story about direct mail is told on one big, easily understood sheet of paper.

Size,  $25\frac{1}{4}$  x  $38\frac{1}{4}$  inches. Printed in black and yellow on heavy-weight white paper—suitable for framing.

Actual reading time: 2 hours, 18 minutes

### Important Subjects Covered

1. The Nine Trails to Sales
2. The 49 Ways Direct Mail Can Be Put to Work in Your Business
3. How Direct Mail Can Be Used as the Salesmate of the Other Great Media
4. A Customer Control Formula
5. Showmanship For Selling Principles
6. Psychological and Physical Elements of Showmanship
7. Index of Human Desires and Emotions
8. The Major Forms of Direct Advertising

A bookful of information in a ready-to-use visual form. You cannot afford not to have this chart. Use it for checking and planning. Use it to stimulate ideas for better Direct Advertising.

**Price, 1 copy, \$1.50**  
(with Roll-o-frame)

**Order Your Copy Today From  
DIRECT MAIL ADVERTISING  
ASSOCIATION**

Hotel Pennsylvania, New York

## A BLIZZARD of MAIL ORDERS


### for YOU this winter

from mailing to SELECTIVE MAIL  
BUYER outside lists. Write  
TODAY all about your problem.



Write Dept. R-11

#### MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

230 CONGRESS STREET  
BOSTON

#### MAIL ORDER LIST HEADQUARTERS



"MOSELY has the LISTS"

*How to speed up collections, reduce  
bad-debt losses, cut collection costs*

## EFFECTIVE COLLECTION METHODS

by E. H. Gardner, of Arthur Kud-  
ner, Inc., and Frank A. Fall, Past  
Dir., National Institute of Credit

**H**ERE—ready for instant use—are tested, sure-fire collection methods and procedures that will quickly turn into *working capital* the money you have *tied-up* in outstanding accounts. This book is packed with ideas which will bring prompter payments, cut down collection costs, convert into cash seemingly uncollectible accounts, and at the same time keep customer goodwill. It covers the effective application of the principle of resale to various collection operations, the six distinct stages into which an account may fall and the most effective approach to each, instalment collecting, outside collection agencies, collection by telephone and telegraph, and numerous legal aspects of collecting.

Using these dollar-pulling methods, you'll win out in today's keen competition for the debtor's funds.

472 Pages, 41 Chapters, \$4.00

— Mail This Form —

THE RONALD PRESS COMPANY  
Dept. 290, 15 E. 26th St., New York, N. Y.

Send me a copy of Gardner and  
Fall's *Effective Collection Methods*.  
Within 5 days after I have received  
it, I will remit \$4.00, plus a few  
cents for delivery, or return the  
book. (We pay delivery on cash  
orders; same return privilege.)

Name \_\_\_\_\_  
Bus. Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## THE VERY IDEA, by Sam Slick

IT SEEMS LIKELY NOW, that before anybody has given the matter any real thought, the word "telecasting" will be adopted by the television industry. Though radio itself is designated by a unique coined word that gives nobody any trouble, it seems likely that television will be called television and that the projection of visual material will be called telecasting when it is nothing of the kind. . . . And there really is no excuse for such carelessness. There has been plenty of time to think up a new verbal symbol for the idea an activity which so far is being called television; and anything so momentous certainly deserves a decently appropriate and logical name.

☞☞☞ It may be argued that it is now too late to coin a new name for television and that telecasting, bastard through it is, will distinguish visual broadcasting from aural broadcasting, and that is all that is necessary. Maybe so. But just because one bad choice was made, why make another? ☞☞☞ People like myself who raise points like this are dismissed as purists or nuts. But it is beginning to be recognized that words are far more important than even grammarians and etymologists and stylists have realized. Words are symbols; and unless we are masters of the symbols we use, the symbols are masters of us. Men have been using words for several hundred thousand years, but it is only lately that anybody has stopped to figure out how and why. The first step in getting the mastery of words is to respect them as an implement—or a weapon. That respect is not present when somebody just throws a few sounds together without inquiring whether they make any sense or not.

☞☞☞ And while we are on the subject of words and the infantile attitude, I'd like to see the day when all the colonels, lieutenant colonels, majors and captains are compelled by the law of public ridicule, to drop these titles when they leave the army or the militia—or Kentucky. Nothing seems more absurd to me than a lot of civilians going around with military titles. What for? And while we are fixing up the brave new world we might as well do something about "doctor." You'd think that by this time a word that can be applied to so many different people ranging from, *Alexis Carrel* down to the fellow who treats your corns, would have lost all honorific signification. But apparently it hasn't. There is a tradition that the title originally meant learned, and that this is why all Ph.D.'s are called doctor. I wouldn't know about that. But today it seems silly to call anybody doctor except physicians. I think that the colleges ought to abolish all degrees that involve the word "doctor," except those that will not make trouble for the rest of us. It is said that there are so many Ph.D.'s now that

you can't tell whether the holder is any good or at what, any way.

☞☞☞ There's a magazine called *Real Gardening*, published in New Canaan, Conn., that sounds like it might make sense. The idea is that if readers are interested in gardening they are interested in gardening, not in chromium furniture or Myrna Loy, at least at that particular moment. So this fellow *Bob Lemmon* (and his wife) are putting out a magazine about gardening and about nothing else. It seems to me that we might be getting back to sanity if maybe a few dozen other editors would follow suit, instead of trying to trump the *Saturday Evening Post* by printing pieces about everything under the sun.

☞☞☞ What seems to me revolutionary about the idea—but I may be wrong about it—is the thought that editors ought to edit for the readers; and not for the bank that holds the mortgage. Of course, all editors have an answer to that one. They sneer at such naivety. They ask how do you suppose they get a million circulation, or two or three million, if they are not so keenly alive to what the reader wants that they give it to him before even he knows he wants it? But my answer is always the same. Editors do not give people what they want—they make readers think they like what they are getting. This is certainly true in specialized fields. The reader takes what he can get and, it is seldom what he would like if he had any say.

☞☞☞ Every little while some advertising manager in the technical or industrial fields just breaks out with a naked lady and a trick headline like "Bare Facts Revealed," which can be treated as a pun in stepping down into the text. It relieves the tension in the ad man's soul, and is usually no greater waste of the company's money than what he would have done anyway. . . . A variation of this idea, that at least was more plausible, was run in the *Kansas City Star* lately by *Phillips 66 Poly Gas*. It was headed "If Gasoline Were Face Cream" and showed a good looking young couple looking up into space. The text started: "Romance in the moonlight . . . the picture of happy young love. . . . Too bad for us that we can't employ both to woo and win your attention as easily as the face cream ads. . . . Too bad for you too, because you may therefore have missed the money-saving facts about a remarkable motor fuel—Phillips 66 Poly Gas." From then on the text stuck to the merits of what it calls "this custom tailored gas." My comment? It's nice work if you can get it.

☞☞☞ Well, well, well, that *Rinso* man is here again. Except that this time *Oswald* has a brand new idea. Yes sir. *Oswald* is going to write different copy for each medium, "developing copy coinciding both



## BEAUTY WITH ECONOMY

*With* all its good appearance, *Rising* RED LION TEXT is an inexpensive paper. Its variety of colors and weights suit it for many advertising needs — whether it's a folder, a broadside, a catalogue, or an envelope stuffer — and whether it's to be used for a retail store, a manufacturer, or a commercial service.

RED LION TEXT is manufactured in White, Old Ivory, Green, Yellow Gold, Tan and Blue in two text weights and one cover weight. The White and the Old Ivory are available in both Wove and Laid surfaces, the other colors in Laid only. Envelopes-to-match are made in all colors in five standard sizes.

RED LION TEXT is made to print — and print well — by letterpress, offset lithography, gravure, and water color.

Ask your supply source for sample sheets or a sample book of RED LION TEXT, or write to

**RISING PAPER COMPANY · HOUSATONIC, MASSACHUSETTS**

*For modern advertising use, Rising also makes Olde Quill Deckledge and Intralace, and, for modern business use, a comprehensive range of Bonds, Writings, Ledgers, Indexes, and Wedding Papers and Bristols.*

ONE OF THE  
**RISING  PAPERS**



## Heetfield- Tillon

"The country's leading photographers of packages and similar still-life subjects."

*Hig, Editor Phoenix Flame*

**RODNEY D. HEETFIELD & CO.**  
**Photographic Illustrations**  
130 E. ILLINOIS ST. CHICAGO

with the editorial appeal and the types of readers." He admits that it is a large order, and that the preparation of so many different ads, with different illustrations (all original plates too), is going to be expensive. But why would the client kick—if Oswald is willing to work his brain so much harder also?

☿☿☿ If you have not gathered by now that I am not exactly applauding Oswald's new idea you are later than you think. Every year for the past twenty-five years someone has pulled this epoch-making idea out of the hat; and nobody that I ever heard of ever tried to do it, or made it work. I shall go farther and say that nobody who had the faintest glimmer of what advertising is or does, would get up and say it, unless he was tight. Anybody who thinks he is smart enough to write copy that will work better in the Saturday Evening Post than in *Colliers*, or vice versa, knows more than God. A whole congress of statisticians, psychologists, editors and doctors of philosophy could not discover in five years what is the difference between the two million people who read one and the three million who read the other—or how the several hundred thousand who read both are different on Tuesday when the Post comes out than they are on Friday when they can get *Collier's*.

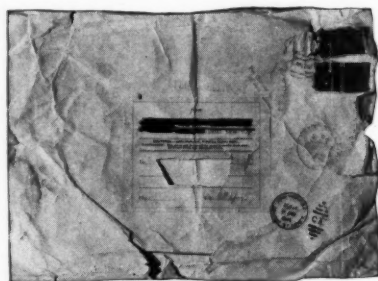
☿☿☿ And suppose that some ineffably clever ad man could discover how magazine audiences differ, by reading the magazines themselves, what could he do about it?

☿☿☿ How long, how long, will it take for advertising men to get it through their heads that this sort of thing makes a joke of serious minded advertising? How long must the men who are trying hard to make advertising sensible and practical, have to listen to such half-baked verbalism? Isn't the whole development of efficiency in advertising based on the thesis that advertising appeals work only on the basic *likenesses* of human nature? What sort of human beings, and what sort of magic, does an ad man think he is using when he tries to write and illustrate advertisements to meet *differences* that are wholly imaginary—and illusory? A man who has ever tried to figure one single human being with any approach to keen perception knows that it is an impossible task. But every little while some ambitious Oswald comes along to tell us that he can discriminate so finely that he can intuit the difference between a Saturday Evening Post reader and a *Collier's* reader. The editors of the respective magazines cannot do it. And neither can anybody else. There isn't any difference to be discovered. Probably it could be reasoned that *Collier's* readers like their short stories short. But that doesn't prove that they like their ads short too. . . . Or does it?

☿☿☿ Advertising is in the same fix as almost every other topic. Very few of those who talk about it, know what they are talking about. That is getting to be a familiar refrain in this department—I hope. But it is wholly serious. I am getting to the place where I am almost ready to declare that anybody who tries to tell how advertising works, doesn't know. If he did know he would also know that the best you can do in talking about advertising is to talk all around it, and sort of fence it in by definition. If you sound convincing and are given a chance to show what you can do, there is only one thing left, to do it. My professor says so any way. He says that showing and doing are the same thing. When you get this far you are in the immediate presence of actuality or objectivity, and all there is left to do is do. . . . But up to that point you can say almost anything you want to, because you are only talking, and what you say is never the thing itself. . . . People are paying forty dollars for six or eight lessons from this professor—and here you are getting it for nothing. . . . Or maybe not getting it. I wonder.

☿☿☿ Since we have such a fine take-off into the realm of metaphysics perhaps we might as well keep on going and see where we arrive. Sometimes it seems that the advertising men have been so busy developing details of technique for the past twenty-

### GILT EDGE REPUTATION RECEIVES A SETBACK!



This envelope was mailed in New York by a well-known concern. A few hours later it arrived in Bridgeport (Conn.) in the condition shown, making a "sour" first impression. Hundreds of similar cases have caused increasing numbers of mailers to change to

### CURTIS FIBRE CATALOG ENVELOPES

They're tough to stand abuse . . . light weight to save postage . . . well-groomed for favorable acceptance.

*Write Us for Samples and Prices*

### CURTIS 1000 INC.

342 Capitol Avenue  
HARTFORD, CONN.

1000 University Avenue  
ST. PAUL, MINN.

1814 E. 40th Street  
CLEVELAND, OHIO

# MONOPLANE BOND



for  
beauty  
and  
economy  
in  
direct mail

a GLATFELTER  
quality paper

five years that advertising has really been modern, that they have forgotten all about the total process in which they have been engaged. I can remember when direct mail men and women devoted much research to settling the problem whether green or red stamps were a decisive factor in response. After that the most debated question, or one of them, was name and address fill-in versus headline on processed letters. Direct mail was then in its early stages and its thinking was characteristically atomistic.

☞☞☞ Atomistic thinking is still prevalent in almost all fields. If it is prevalent also in advertising, that only proves that advertising is another human activity. (But being human is no longer much of an excuse—look at Europe.) Besides, anyone who considers carefully the most advanced and successful methods in advertising and selling will see—or at least should see when it is pointed out—that successful advertising technique is not a set of independent details, but is a total process. Maybe this will be clearer stated this way: You can master the thousand and one different details involved in getting an advertisement into print in the right medium at the right time—and then do it and have the advertisement a flop. The wholeness of the advertisement and its effect does not come into being by adding up all the necessary details. The meaning

of the whole is more than the sum of its parts. Now try it this way: The parts get their meaning only from the whole. What to do about each detail depends on how well you know what the whole is. Without the concept of the wholeness of the process involving the advertisement and the reader, the space and time relations involved, and everything else, no detail is meaningful.

☞☞☞ Somebody is always arguing that advertising will never be scientific. That depends on how you define "scientific." If you should get careless and define scientific activity as that kind that knows exactly what it is doing, then you'll be out on a limb. Advertising is not and will not be scientific in the same sense that physics or chemistry is. Advertising will not become scientific, either, by atomistic analysis. The processes involved can only be handled statistically. But advertising is still a long way from even knowing where it is going—or why. The evidence is that some of the very men who are claiming to bring about a more scientific attitude and to attack fundamental advertising problems in a scientific way, only too often turn into mere verbalists as soon as they start to talk about their methods. I am thinking right now of one of the best known and most ballyhooed advocates of taking the guesswork out of advertising, who goes around

making speeches which offer more advertising as the cure for the profoundest economic problem this country has ever faced.

☞☞☞ As a fitting close to all of the above, comes a letter from *H. W. Schwartz*, general advertising manager of *C. G. Conn, Limited*, Elkhart, Ind., the world's largest makers of band instruments. Says Mr. Schwartz: "A friend of mine received a letter in October 1933 from *James E. West*, Chief Scout Executive, complimenting him on having achieved twenty years of scouting. The letter seemed quite personal and my friend was flattered and pleased. He put the letter away and treasured it. . . . But last month he was disillusioned. From *James E. West*, Chief Scout Executive, came another letter congratulating my friend on having completed twenty-five years of scouting. It was exactly the same letter. a form letter obviously, that he had received five years before—except that they had been smart enough to change 'twenty' to 'twenty-five'." Mr. Schwartz's friend is disillusioned with verbalism. But most of the time we don't find out that we have been a victim.

Sam Slick

Sam Slick's pertinent paragraphs are a regular feature of *The Reporter*. This one feature alone worth the price of a subscription.

## For 1939—A GOOD MARKET

The REPORTER with Postage and The Mailbag now has a circulation of 4865 men and women who seem to want to find out all that they can about direct mail. That circulation is growing by natural demand . . . plus direct mail solicitation.

Naturally . . . The REPORTER is a good advertising medium for anyone with a real message for direct mail users.

### ADVERTISING RATES

Space		Size	1 Time	6 Times	12 Times
Full Page	7	x 10	\$115.00	\$110.00	\$100.00
Two-thirds Page	4½	x 10	85.00	80.00	75.00
Half Page	7	x 5	70.00	65.00	60.00
Third Page	2¼	x 10	50.00	45.00	40.00
Sixth Page	2¼	x 5	27.50	25.00	22.50
Classified—fifty cents per line.					

If you have such a message . . . schedule The REPORTER in your advertising budget for 1939.

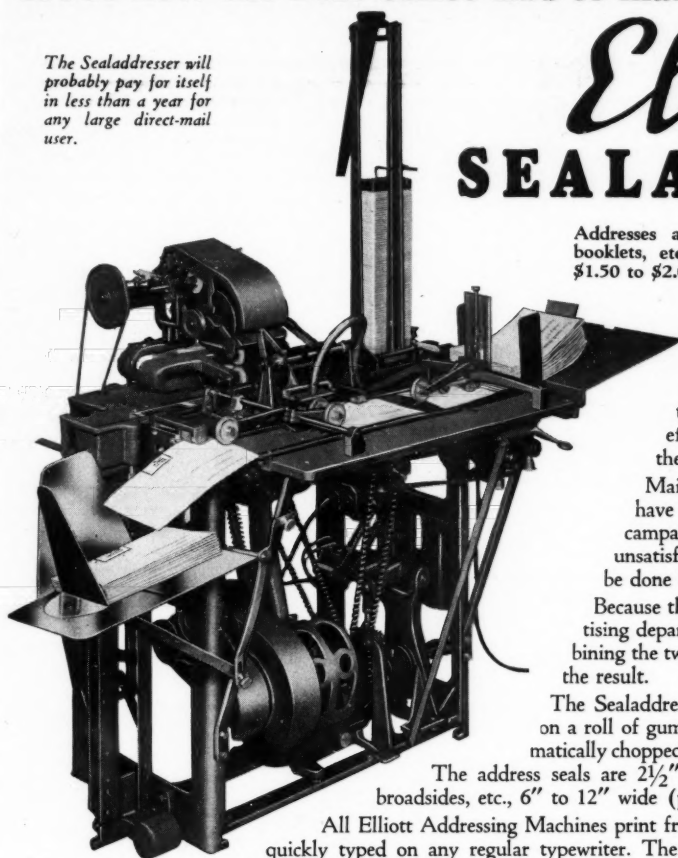


It's so new the Post Office had to make a new ruling to fit it

The Sealaddresser will probably pay for itself in less than a year for any large direct-mail user.

# Elliott SEALADDRESSER

Addresses and edge-seals folders, broadsides, booklets, etc., in ONE OPERATION. Saves \$1.50 to \$2.00 per 1,000 over present methods.



THE Elliott Sealaddresser will come as a great boon to all large users of direct-mail advertising. For the first time it combines in one operation both addressing and sealing a mailing piece, effecting not only a material saving in the cost of these operations but speeding up production as well.

Mailing pieces with a Business Reply Card incorporated have long been a favorite in direct-mail advertising campaigns, but edge-sealing them has always been an unsatisfactory operation. The work, in most cases, had to be done by hand and was slow and tedious.

Because this problem was an annoyance in his own advertising department, H. P. Elliott conceived the idea of combining the two operations involved, and the Sealaddresser was the result.

The Sealaddresser first applies the addresses in column form on a roll of gummed paper. The individual seals are then automatically chopped off and glued over the edges of the mailing piece.

The address seals are  $2\frac{1}{2}$ " x  $1\frac{3}{4}$ ". The Sealaddresser will take folders, broadsides, etc., 6" to 12" wide (parallel width to address) and 4" to 12" long.

All Elliott Addressing Machines print from Address Cards that last indefinitely and are quickly typed on any regular typewriter. The Sealaddresser is loaded and unloaded by the trayful of 250 Address Cards.

The price of the Sealaddresser is \$2100.00, F.O.B. Cambridge, Mass. It will probably pay for itself in less than one year for any large direct-mail user.

## SOME MAILING COST ARITHMETIC

It costs \$5.00 per thousand to address direct-mail matter by any other method than an addressing machine. It costs about \$2.50 per thousand to place a seal over the open edge of a direct-mail folder. If you put your folder into envelopes instead of using seals, the envelopes will cost \$1.40 per thousand and up. The cost of inserting folders into envelopes and sealing the envelopes or tucking in the flaps, costs \$1.00 per thousand, up.

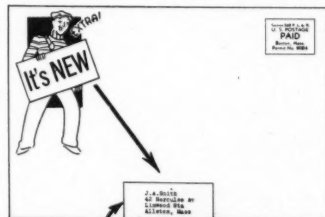
As the new Elliott Sealaddresser simultaneously seals and addresses direct-mail matter, the following comparisons are interesting:

If it were addressed by an addressing machine you would still have

to pay approximately \$2.50 per thousand for edge sealing it. But with the Sealaddresser it would only cost you 50c per thousand for the sealing—a material saving in addition to the time saved.

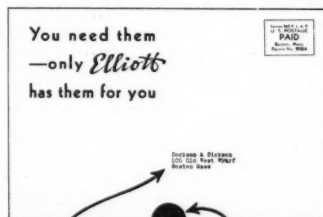
If the folder were mailed in an envelope, you would have the cost of the envelopes, plus the cost of inserting and tucking or sealing against the Sealaddresser's 50c per thousand for sealing. And, of course, if you addressed the envelopes other than by an addressing machine the cost would run \$5.00 a thousand more.

Savings made by using the Elliott Sealaddresser may be pocketed; used to increase the number of names on your mailing list, or to increase the frequency of mailings.



This Elliott Addressed Seal takes the place of address and seal

You need them  
—only Elliott  
has them for you



The  
Elliott Addressing Machine Co.

127 ALBANY STREET  
CAMBRIDGE, MASS.

Sales and Service Offices  
in Principal Cities

## HISTORY OF POST OFFICE

YOUR REPORTER likes the filled in form letter, sent out by Elmer Ayer of Ayer & Streb, Rochester, New York:

Below is an interesting table showing the History of the United States Post Office Department since 1840.

Year	Number of Post Offices	Gross Revenue
1840	13,468	\$ 4,543,522.00
1850	18,417	5,499,984.00
1860	28,498	8,518,067.00
1870	28,492	19,772,221.00
1880	42,989	33,315,479.00
1890	62,401	60,882,098.00
1900	76,688	102,354,579.00
1910	59,580	224,128,657.00
1920	52,638	437,150,212.00
1930	49,063	705,484,098.00
1935	45,687	630,795,302.00
1937	44,877	727,339,741.72

Year	Postage Stamps	Dead Letters
1850	1,540,545	
1860	216,370,660	2,000,000
1870	468,118,445	4,152,460
1880	875,681,970	3,057,141
1890	2,219,737,060	6,517,556
1900	3,998,544,564	7,536,158

Year	Postage Stamps	Dead Letters
1910	9,067,164,886	12,545,133
1920	13,212,790,033	19,353,413
1930	16,268,856,071	22,685,940
1935	13,610,497,410	12,567,130
1937	19,195,252,564	13,802,638

To any experienced business mailer, these selected and official figures tell at a glance, the story of the entrance of modern business promotion and selling by mail into the Postal picture of the United States. Note the huge increase in Postal revenues; the huge increase in use of Stamps; the sharp decline in "dead letters" relative to population. Note too, the decline in the number of Post Offices since 1900, the advent of the automobile.

Mail Advertising as the above figures show, is big business and *Good Business*. We can show you how to use your post office department to the best advantage . . . proper postal rates . . . correctly presented sales messages . . . perfectly produced letters.

*Reporter's Note:* It makes a powerful sales argument. Why don't more producers use it?

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.

### MAILING LISTS

Ask for our Catalog of Mailing Lists; 6,270 different classifications listed; number in each and price shown. If interested, ask for our Stockholders and Bond Buyers Price List, 1,600,000 Stockholders in over 1,000 corporations. **TRADE CIRCULAR ADDRESSING CO., Inc.**, Established 1880, 219½ West Madison Street, Chicago, Illinois. Franklin 1182.

### ADVERTISING AGENCIES

Sell your product through agents, mail order. Your inch advertisement 324 newspapers \$16.80. **Martin Advertising Agency**, 171P Madison Ave., New York.

### SALES LETTERS

Letters worded to sell anything worth buying. Name your business and request evidence and estimates. **Jed Scarboro**, 10 Wetmore Ave., Maplewood, N. J.

### POSITION WANTED

**MULTIGRAPHING DEPT. SUPERINTENDENT** desires connection. Long experience. All phases mail advertising. Maximum volume production methods. Low cost department maintenance. Detailed review qualifications—references—upon request. Address Box 121, The Reporter, Hotel Pennsylvania, New York City.

## TELL IT AND SELL IT WITH PHOTOGRAPHS BY STADLER • CHICAGO

*Stadler*

*Chicago*

offers  
Quality Photographs  
in  
Quantities  
at  
economical  
rates

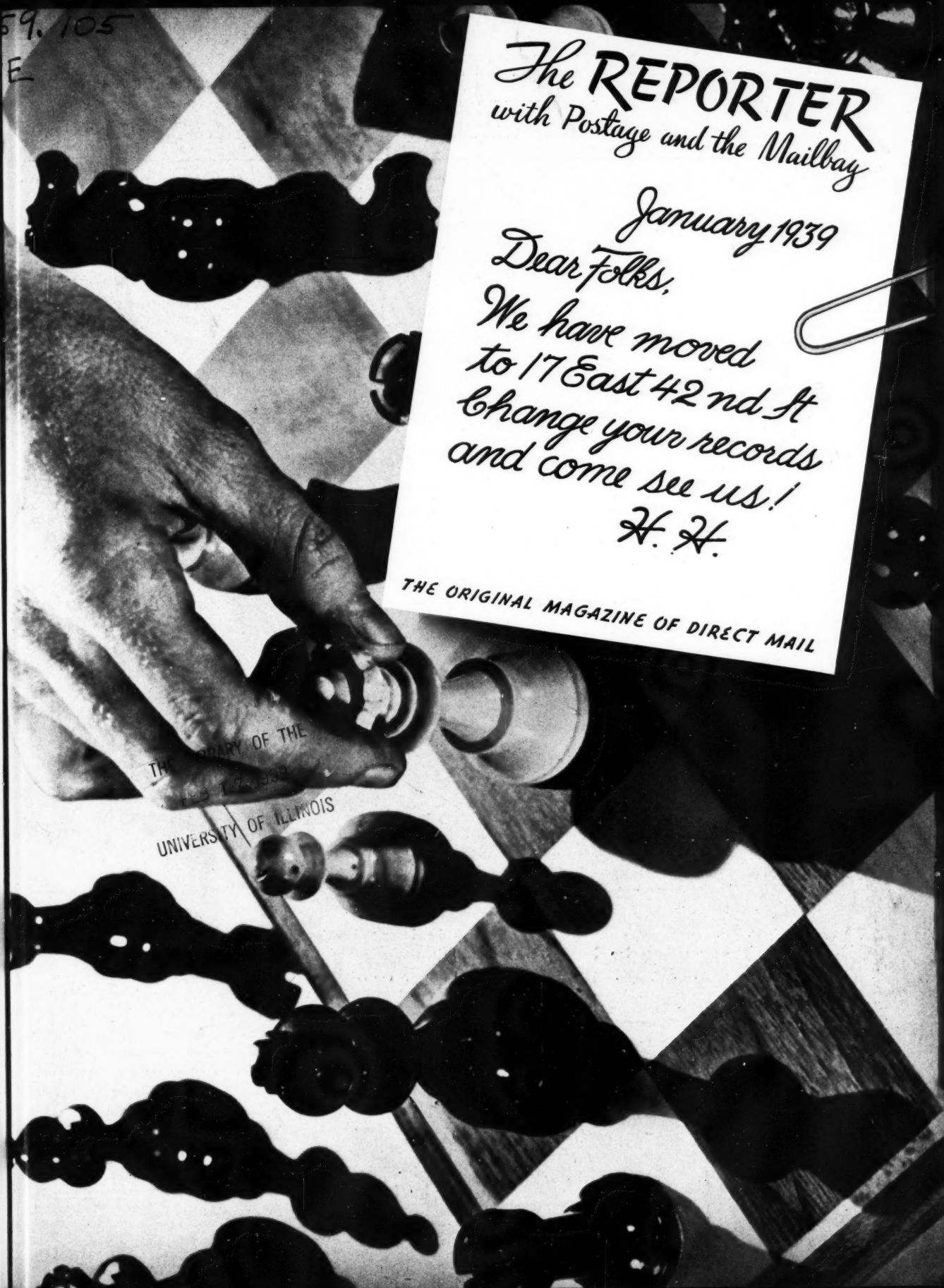
SPECIAL ATTENTION GIVEN D.M.A.A. ORDERS

**STADLER STUDIOS**

62 EAST LAKE STREET  
TELEPHONE . . CENTRAL 1430

**CHICAGO**

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view  
uest.  
enn-  
GO  
DMAA  
PHOTOGRAPHERS  
GO



*The* **REPORTER**  
*with Postage and the Mailbag*

*January 1939*

*Dear Folks,*

*We have moved  
to 17 East 42nd St  
Change your records  
and come see us!*

*H. H.*

THE ORIGINAL MAGAZINE OF DIRECT MAIL

LIBRARY OF THE  
UNIVERSITY OF ILLINOIS